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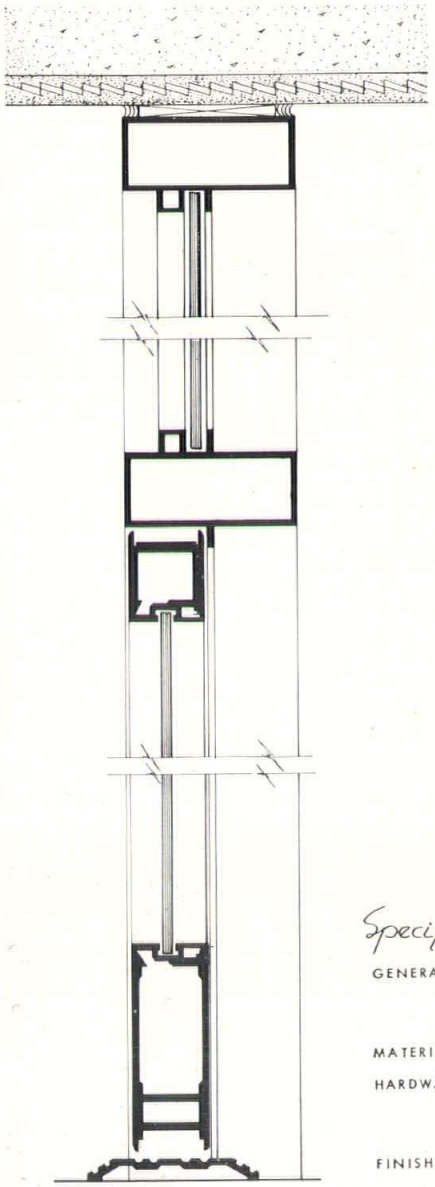

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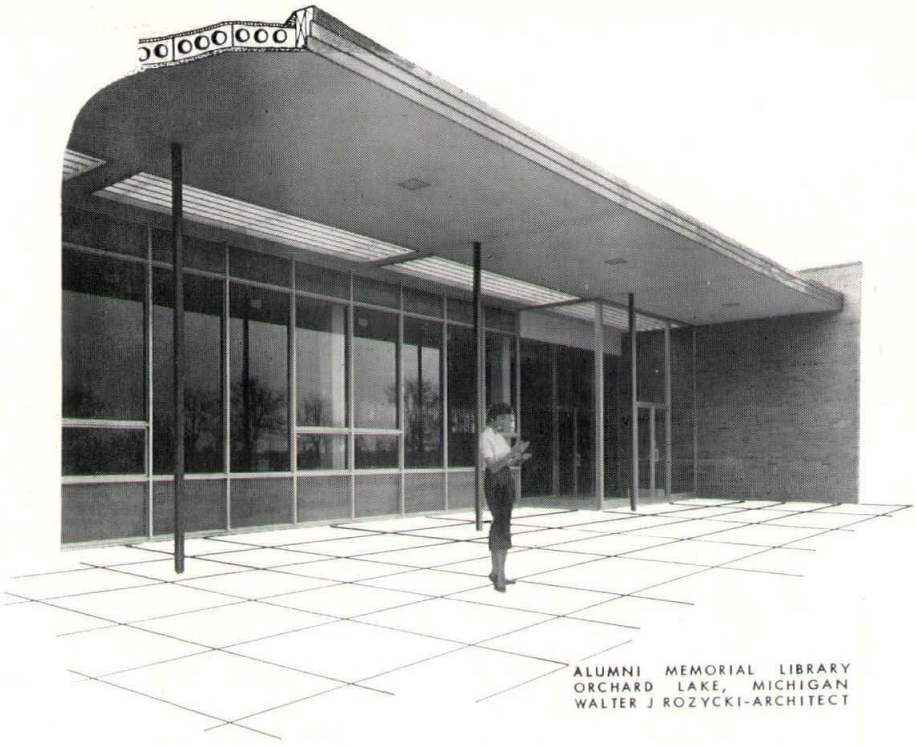

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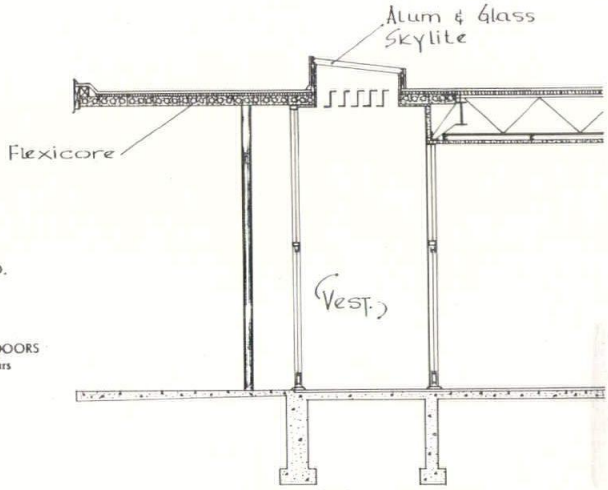

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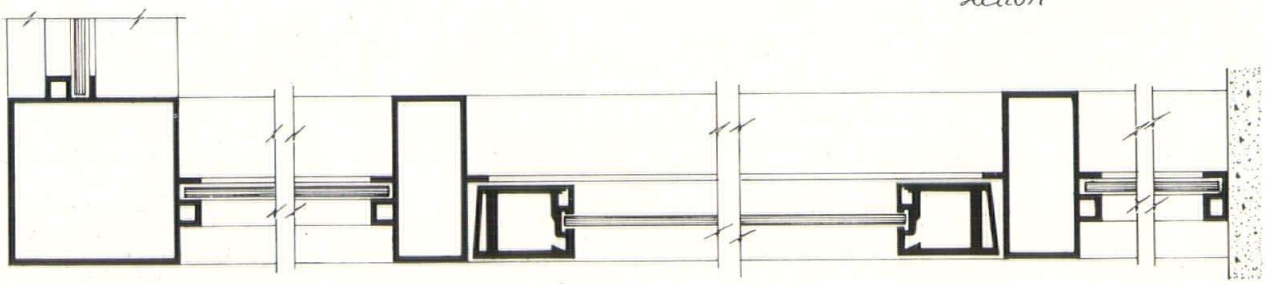

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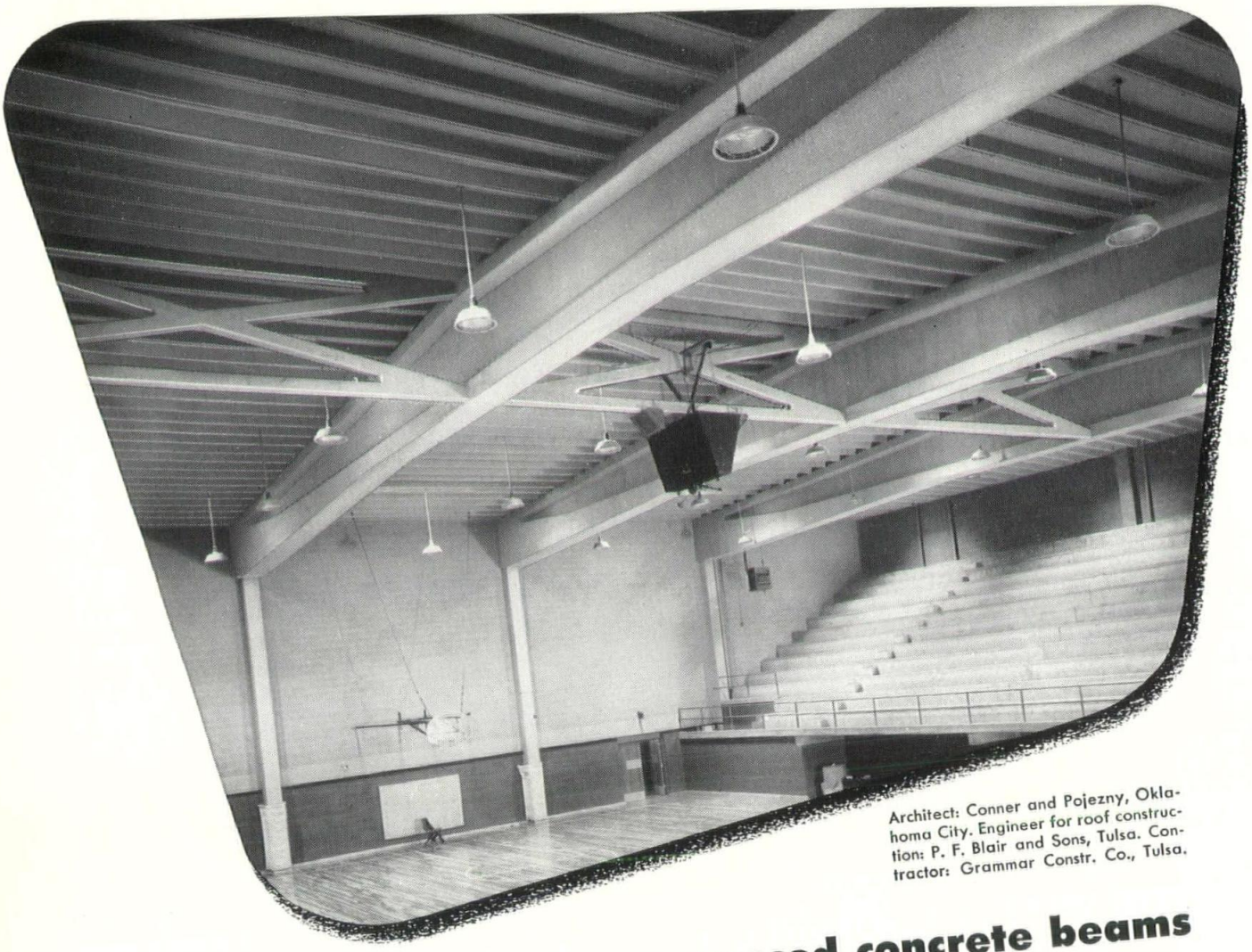

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Only four precast, prestressed concrete beams used in roof of 100′ x 130′ gymnasium

The roof of the Pryor High School gymnasium in Pryor, Okla. is supported by only four 100-ft. precast, prestressed concrete girders. These girders, at 26-ft. centers, carry 2-ft. by 26-ft. precast concrete roof channel slabs. Even the diaphragms are precast concrete.

Prestressed as well as precast concrete units were also used in the gymnasium seating. The L-shaped bleacher seats are precast concrete in 20-ft.-long units and are supported by 35-ft. prestressed concrete beams.

Prestressed concrete girders are ideal for long, unsupported spans such as used in gymnasiums and auditoriums. And they can be thinner than conventionally-reinforced girders designed for the same load. Precasting girders and channel slabs saves time and money by reducing forms and using assembly-line methods.

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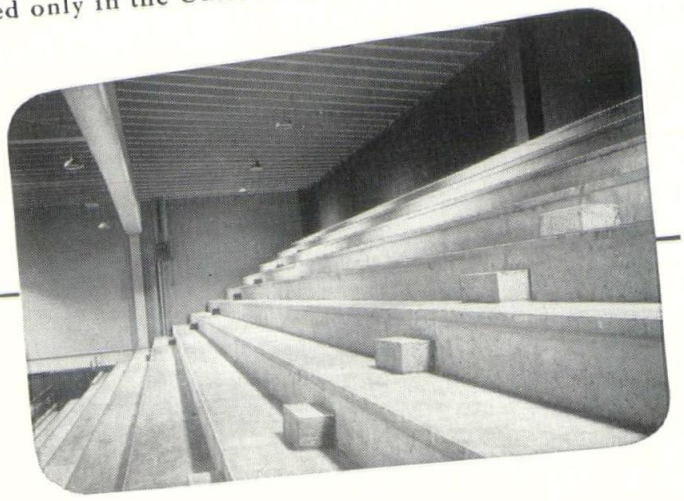

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Draftsmen Wanted

Where are we going to get draftsmen?

In the Journal of The American Institute of Architects, the editor writes:

"Sitting in on the AIA Directors meeting the other day, listening to each Regional Director report on conditions in his area, there was one common note that ran through the entire recital: the need for draftsmen. There seems to be a feeling that the graduates of the architectural schools could be relied on only for the usual three or four years before they can qualify for registration, after which they are primarily interested in getting out on their own—a natural and admirable ambition, but one which leaves the larger offices with a serious problem on their hands. It would seem as though a new emphasis on the two-year technical school for men without college preparatory training or professional ambitions would be an answer. There are many such schools in the country, turning out good products. A further extension of this field of education at the junior college level might go a long way toward solving the draftsman problem, and encourage a lot of young men and women to get into a really important work."

It would seem that not only junior col-

(Continued on Page 5)

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AUGUST — 14th Annual Mackinac Mid-summer Conference

SEPTEMBER — Earl G. Meyer

OCTOBER—Detroit Chapter A.I.A.

NOVEMBER—Theodore Rogvoy

DECEMBER—Annual M. S. A. Roster (Geographical) & Western Michigan Chapter, A.I.A.

JANUARY, 1958 — Smith, Tarapata & MacMahon.

FEBRUARY—Swanson & Associates.

MARCH — 44th Annual M.S.A. Convention

APRIL — King & Lewis

MAY—OBryon & Knapp, Associates

Monthly Bulletin, Michigan Society of Architects, Volume 31, No. 5

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Michigan Society of Architects
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REDDY REPORT to plant engineers

Lester Holt (center, left), of Hamill Electric Company, presents Mr. Henry with a Certified Lighting Certificate, as Stanford Wolf (left), distributor for Day-Brite Lighting, Inc., and Duncan Preston (right) of Detroit Edison, look on. (Not shown: Earl Baker, electrical engineer of Boddy, Benjamin, and Woodhouse, Inc., architects.)

"OUR WORK IS EYE WORK —CERTIFIED LIGHTING MAKES IT EASIER!"

says Thomas P. Henry, owner of the typography firm bearing his name.

"Most of the work we do puts quite a strain on our eyes," Mr. Henry told us. "For example, some of our men read proofs all day, looking for minute flaws and errors, while others set type from manuscript copy. Shadowless, evenly distributed lighting helps avoid eyestrain."

When Mr. Henry built his new Detroit quarters, he set out to have the best lighted typography facilities in the country. Four-lamp, eight-foot fluorescent fixtures, mounted in continuous rows on eight-foot centers, provide 175 foot-candles of lighting. A large amount of it is reflected down from the white ceiling, which helps make distribution more even.

This Certified Lighting was installed by Hamill Electric Company, contractors. They worked with Boddy, Benjamin, and Woodhouse, Inc., architects, Day-Brite Lighting Company, and Detroit Edison to devise the best possible illumination for Mr. Henry and his employees.

Your business, too, whatever its nature, will benefit from proper lighting. Ask your electrical contractor to make sure your lighting meets the standards of Certified Lighting.

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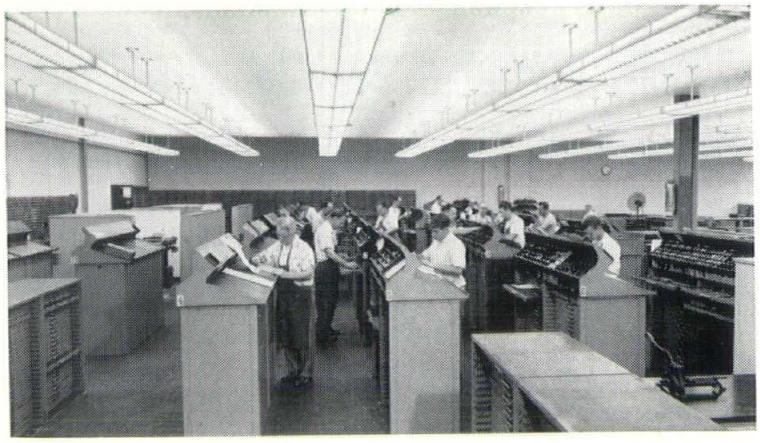


Proper lighting avoids eyestrain.

Another area where good lighting is important.

leges but also high schools could well afford to devote more attention to this problem. Many now do so, such as the technical high schools. Why shouldn't there be courses for those who want to become draftsmen, rather than architects? Not everyone is fitted to be a practicing architect in his own individual practice. Everyone can't be a general. There has to be an army also. In general, the present accredited architectural schools emphasize the fact that they are training their students to be architects, not draftsmen. That is very well, and it's understandable, but where are those architects to get draftsmen?

Where would industry be without a labor force? One may well ask, would this be fair to the student? It could well be. Not everyone can afford a five year course, and the trend is toward even longer courses. Perhaps the education for architecture will soon be more like that of a doctor—a pre-med course before beginning his professional schooling, then several years of internship. The students for the draftsmen's courses might be drawn from among those who would otherwise be tradesmen or mechanics. They would at least be white-collar workers, and should have a better standard of living. The trades are constantly recruiting apprentices through their trade schools. Why shouldn't this be done with regard to draftsmen? In Europe there is a proud tradition of those who prepare themselves for careers in the services and as tradesmen.

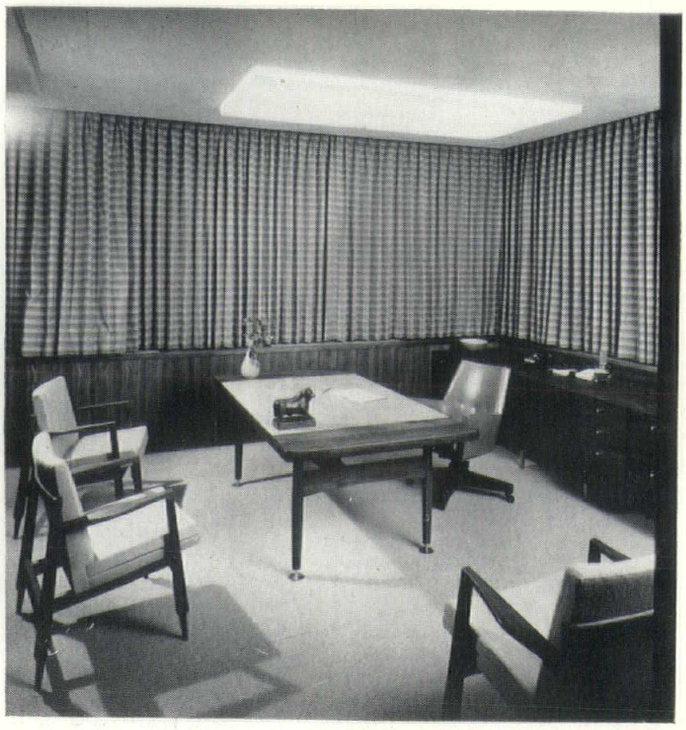
There is a tendency for the accredited schools to feel that anything short of a complete architectural education is doing a disservice to the students. But those same schools don't offer any solution to the shortage-of-draftsmen problems.

This suggested limited training would not necessarily preclude one's becoming an architect, as witness our industrial giants who were formerly mechanics or blacksmiths. If one has it in him it will come out. Anyway, this is an age of specialization, as exemplified by the large offices, where architects are members of teams. No one man can alone cope with all of the phases of architecture today.

You may feel that this would be harking back to the days of self-made architects. That day is over, you say, and competition among architects is such today that one who does not have a thorough schooling is at a tremendous disadvantage. This is true, but let's not overlook the fact that there can be an oversupply of architects and an undersupply of draftsmen. It could well be that one who has had a good short course in practical drafting would be more valuable to an architect then one who has had a long architectural schooling and no experience.

Architects should be willing to devote some of their time toward helping this situation. There are many ways they could do so.

FOR THE ULTIMATE IN COMMERCIAL INTERIORS



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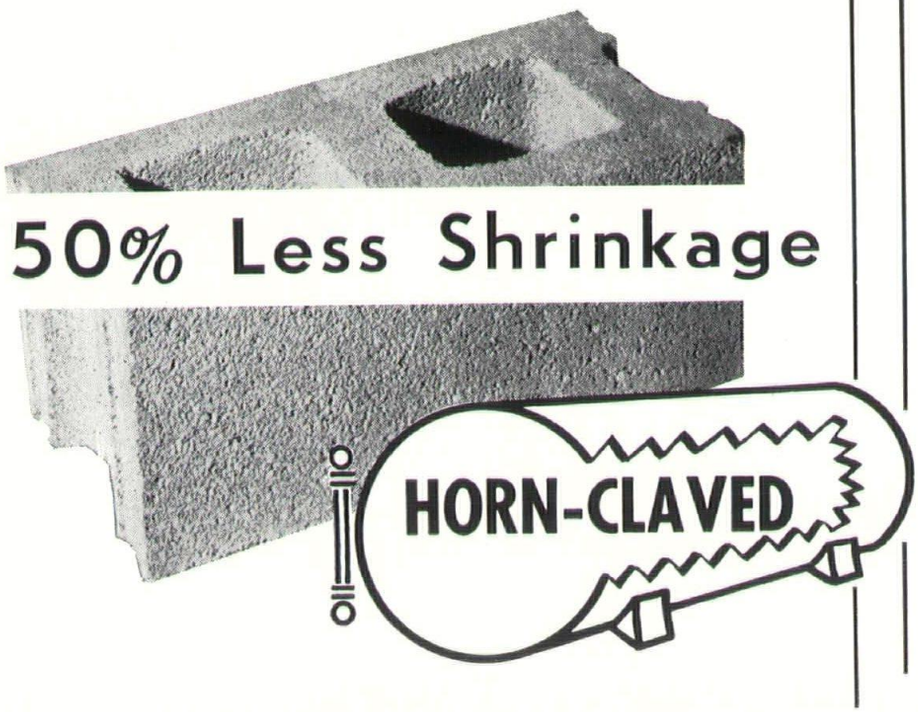

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Bulletin Board

THE $24 MILLION PACIFIC FIRST FEDERAL SAVINGS AND LOAN COMPANY IN PORTLAND, OREGON, just had erected five floors of its new building when the owners decided to enlarge it. The entire work was razed and an eleven-story steel-frame structure was begun upon the old basement. They change them fast in Oregon. It's like the story they use to tell about the Edison poured concrete homes: They started building one at dawn and by sunset had ordered a family out for non-payment of rent.

P. S.—PFF Vice President, George C. McFarland, states that the version here was published widely throughout the United States, and he adds, "what actually happened was we owned a four-story building of which we occupied the ground floor. We remained in our quarters, while the stories above us were torn down and ten new stories added at a cost of $2½ million. Stanton, Boles, Maguire & Church were the architects."

LATEST ARCHITECTURAL INNOVATION is the fly-in bank. One morning recently an Arizona cattleman taxied his Beechcraft Bonanza to a conveniently located gate at Phoenix' Sky Harbor airport; stepping into a modernistic building, he plunked down $24,000 to open an account at the first fly-in bank in the U. S. A branch of the First National Bank of Arizona, the Sky Harbor bank was built with an eye toward tapping the state's large and prosperous flying community. The building is so planned that motorists and pedestrians can be accommodated in the front while flying customers transact business in the rear. While the First National will give no specific figures, Vice President George Christie declares that this air business is "buzzing," and the fact is that not only cattlemen but cotton farmers and mining executives are beginning to use the bank's new facilities. With assets of $200 million, the First National of Arizona is not, of course, to be compared with the Chase, the First National City, and other Manhattan behemoths that have to rely on radio programs and mundane subway advertising to solicit customers. But when it comes to attracting money out of thin air, Arizona bankers would seem to have something to teach their eastern brothers. H. H. Green was architect.

IT HAPPENED IN TEXAS!

A manufacturer in Chicago wired his representative in El Paso to call on a prospect in Texarkana. The reply: "Go yourself, you're nearer than I am."

HIGHWAY SIGN IN ONTARIO: "Ontario, second largest province in Canada but twice as big as Texas."

A DALLAS BANK was visited by a bandit, who got away with $20,000—from petty cash, no doubt.

IT'S SUPPOSED TO HAVE HAPPENED IN NEIMAN MARCUS:

Two youngsters, complete with ice cream cones, had strayed away from their mother and were amusing themselves riding up and down in a crowded elevator. Suddenly the boy noticed his cone was dripping so he wiped it against the back of a woman's mink stole.

"For goodness sake, Jimmy, watch yourself," whispered his sister loudly, "You're getting fur all over your ice cream."

A TEXAN LEFT A $100 tip. "I beg your pardon, sir," gasped the waiter, "do you realize how much you just gave me?"

"That's to teach you a lesson, son," growled the Texan. "I didn't leave my usual tip because I wasn't satisfied with your service."

A LONDON BANK gave a short and snappy description of a former cashier who had just absconded with some of the bank's funds:

"Reginald Culpepper is six feet tall and about 700 pounds short."

THE BASIN PARK HOTEL, in Eureka Springs, Arkansas, has eight floors, "each one a ground floor." The hotel is built at the foot of a bluff, and from the back of the building there is a ramp from each floor, leading to a path to the top of the mountain.

ROGER ALLEN, F.A.I.A., OF GRAND RAPIDS, was showing his barber some of the fine reviews he had been receiving.

"Now," replied the barber, "you must come around to the shop and see some of my clippings."

THE MAYOR OF WATERVLIET, MICHIGAN, we recently reported, resigned to give full time to his regular job—as janitor of the local school. We now offer the information about another mayor—who holds forth in Jacksonburg, Ohio. Don't know his name, but undoubtedly he's an estimable and patriotic gentleman. All we know is that his salary is seven dollars and no cents a year. Of course, some mayors may be worth it.

AUTHOR JULIAN STREET, speaking in Detroit recently, took the architects to task, saying our water works looks like a museum and our museum like a water works. Must have thought he was Frank Lloyd Wright.

When he spoke in a similar vein in Kansas City, they renamed their red light district Julian Street.

AN ARCHITECT was having a difficult time with a prospective client.

"But can't you give me some idea," he pleaded, "of the kind of house you want to build?"

"Well," replied the man hesitantly, "all I know is it must go with an antique doorknob my wife bought in Vermont."

BLUE PRINT, PUBLISHED BY WESTCHESTER (N. Y.) CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS, INC., carried this item:

One of our local architects who was interviewing an applicant for a job as junior draftsman remarked, "You want a very substantial salary for a man with little experience in architecture."

"Well," said the applicant, "the work is so much harder when one knows so little about it."

WE'VE JUST HEARD ABOUT THE UNEMPLOYED DRAFTSMAN who was too broke to invite the girls up to his flat to see his etchings. He now asks them up to see the handwriting on the wall.

AND A DRAFTSMAN who gave as the reason for being late, "I overslept," received the reply from the boss, "Heavens, you mean to say that you sleep at home too?"

NCARB
1957 CONVENTION

Thirty-Sixth Annual Convention National Council of Architectural Registration Boards, Shoreham Hotel, Washington, D. C., May 10, 11, 1957

NOTICE TO DELEGATES

Herewith is the program for the Thirty-Sixth Annual Convention of the National Council of Architectural Registration Boards which will be held on May 10, 11, 1957.

The Convention headquarters and meetings will be at the Shoreham Hotel in Washington, D. C.

As usual, the registration fee will include the cost of luncheon, cocktails, banquet and entertainment. A receipt will be given delegates for the fee paid so that they may be reimbursed by their states. The registration fee is $20.00, the same as last year.

Extra luncheon tickets will be $3.75 and banquet tickets for ladies and other guests will be $8.75.

A period of discussion has been set up for questions on a state level. Some delegates may have problems in their states they wish to discuss with delegates from other states. Such discussions are always interesting.

The theme of this Convention will be "We Salute a Century of the Institute."
—NATIONAL COUNCIL OF ARCHITECTURAL REGISTRATION BOARDS, 736 Lucas Avenue, Chariton, Iowa.

On Friday, May 10, 1957, one of the interesting topics of the NCARB Convention is scheduled for 2:00 p. m. It is entitle "Legal phases of architectural registration and practice." The speaker will be Mr. Bernard Tomson, Lawyer of the New York firm of Bernstein, Weiss, Tomson, Hammer & Parter. Mr. Tomson is a member of the New York, Massachussetts and Federal Bars.

Graduating from the Columbia University Law School with A. B. and L. L. B. degrees, he was admitted to practice before the U. S. Supreme Court.

He is the author of "Architectural Engineering Law" published by Reinhold in 1951, edits a monthly column, "It's the Law," in Progressive Architecture and lectures in Architectural law at Pratt Institute.

Mr. Tomson has also addressed scores of A.I.A. Chapters and Regional Conferences, and is a member of many important societies and civic organizations.

Joining his law firm in 1941, he has been active in general trial and Appellate Court practice.

Program

FRIDAY MORNING—May 10

9:00 A.M.—Registration of Delegates and Visitors
Doyle L. Harvey (Georgia) Chairman
Maxine Beem (Iowa)
W. A. Piper (Wisconsin)
Clemmie V. Wall (Missouri)
Frank M. Lescher (Illinois)
Meeting in the Park Room

10:30 A.M.—Joseph E. Smay, Vice President, in the Chair
Meeting Called to Order
Introduction of Edgar H. Berners, President

10:40 A.M.—Edgar H. Berners, President, Presiding
Preliminary Report, Credentials Committee

10:45 A.M.—Invocation

10:50 A.M.—Annual Report, Secretary William L. Perkins

11:00 A.M.—Annual Report, Council Board of Review
Ralph E. Winslow, Chairman

11:20 A.M.—Statistical Report, William L. Perkins

11:30 A.M.—Report of Auditing Committee

11:35 A.M.—Remarks by President Edgar H. Berners

11:50 A.M.—Miscellaneous:
(a) Introductions
(b) Announcements
(c) Remarks

12:00 Noon—Adjournment

FRIDAY AFTERNOON—May 10

2:00 P.M.—Convention Reconvenes, in the Park Room
A. Reinhold Melander, presiding
(a) Announcements
(b) Remarks

2:10 P.M.—Legal Phases of Architectural Registration and Practice; Bernard Tomson, Lawyer of the Firm of Bernstein, Weiss, Tomson, Hammer and Parter, Attorneys of New York City

3:00 P.M.—Edgar H. Berners, President, Presiding
Report of Committee on Publicity and Reporting, Charles E. Firestone, Chairman

3:15 P.M.—Report of Committee on Equivalents
A. Reinhold Melander, Chairman

4:15 P.M.—Report of Committee on Professional Service
Alfred Green, Chairman

BERNARD TOMSON

4:45 P.M.—Analysis of State Board Examinations by Joe E. Smay

5:00 P.M.—Adjournment

7:30 P.M.—Louis Seize Room—Walter F. Martens, Presiding
State Level Discussion on Questions by Delegates who wish to Present Problems they may have in Registration but not for National Council Action

SATURDAY MORNING—May 11

9:00 A.M.—Registration of Delegates and Visitors Continues
Meeting in the Park Room

10:30 A.M.—Edgar H. Berners, President, Presiding
(a) Announcements
(b) Remarks
(c) Late Introductions

10:45 A.M.—Reports of the Committee on Sample Examination Questions
Fred L. Markham, Chairman, with a General Report in Preparation for Reports on Examinations C. F, G, H and I

11:00 A.M.—Report on Examination C, History and Theory of Architecture
Fred L. Markham, Committeeman

11:45 A.M.—Report on Examination F, Building Construction
Selmon T. Franklin, Committeeman

12:00 Noon—Adjourn to Louis Seize Room
Men's Luncheon; Subject: "The Voice of America"

SATURDAY AFTERNNON—MAY 11

Meeting in the Park Room

2:00 P.M. —Convention Reconvenes, Edgar H. Berners, President, Presiding
(a) Announcements

2:05 P.M. —Report on Examinations G, Structural Design
Roger C. Kirchhoff, Committeeman

2:45 P.M. —Report on Examination H, Professional Administration
Malcolm D. Reynolds, Committeeman

3:30 P.M. —Report on Examination I, Building Equipment
Frank M. Orr, Committeeman

4:00 P.M. —Miscellaneous

4:15 P.M. —Reports of Council Committees
(a) Committee on Resolutions; (b) Committee on Credentials; (c) Committee on Nominations
Election of Officers
Installation of Officers by Sir Leonard Bailey, Secretary of the State Board of Oklahoma

4:30 P.M. —Announcements and Adjournment

6:30 P.M. —Reception, Edgar H. Berners, President, NCAR Boards, and Charles E. Firestone, President, NSAE, in the Main Ball Room

7:30 P.M. —The Annual Banquet, Main Ball Room
Speaker, Mr. Robert Bangham

Shown above, when the Philadelphia Chapter, A.I.A. presented a charter to its student Branch Chapter at the U. of Pa. (seated L. to R.): A.I.A. Chapter Past Presidents, David H. Morgan and Sydney E. Martin; President, Harry G. Stewart; from the School of Architecture, U. of Pa., Dean G. Holmes Perkins and Prof. John W. MacGuire.

Standing (L. to R.): Beryl Price, National Chairman, A.I.A. Chapter Affairs Committee, and local Committee members, Paul Kuhnle and Harry W. Peschel, Chairman. From the Student Chapter, N. McAllister Page, President; Mary Baird, Robert Ennis and Kayrl Radzievich, officers.

THE NEW STUDENT CHAPTER, A.I.A. AT THE UNIVERSITY OF PENNSYLVANIA was recently presented its charter by the Philadelphia Chapter of The American Institute of Architects, joining one of the Institute's oldest chapters with one of the oldest architectural shools in the country.

A great debt of gratitude is owed by the Committee on Chapter Affairs to Harry W. Peschel, Chaiman of the liaison committee; Paul Kuhnle, who so ably assisted him and Marvin Suer of his committee. The wonderful effort of David H. Morgan, Past President of the Philadelphia Chapter, was also a marked influence. Not in the picture, but one of the leaders of the formation of the Student Chapter was Harry Maslow, regional member of the Chapter Affairs Committee.

One of the pleasant surprises in this effort was the cooperative attitute of the students in their desire for a branch chapter. —BERYL PRICE, A.I.A.

ARCHITECTURAL draftsmen and specification writers wanted. Some experience or training required. Housing available. Alden B. Dow, Architect, 315 Post Street, Midland, Michigan.

WANTED Capable mechanical engineering draftsman with complete knowledge of heating, air conditioning and plumbing. Work would include design, layout and field supervision. Permanent position in desirable office. Specialists in church work. HAROLD H. FISHER & ASSOCIATES, 20839 Moross Road, Detroit 36. TUxedo 4-6990.

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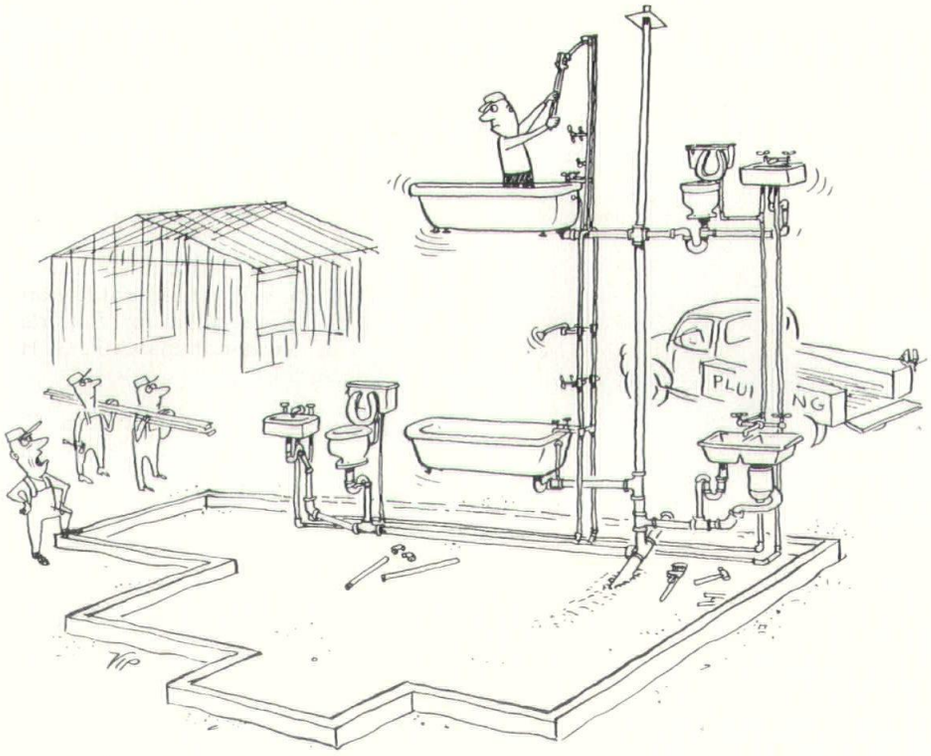
Two immediate vacancies in Parks & Recreation Division of the Michigan Department of Conservation in Lansing.

ARCHITECT—$7,495 to start with regular increases to $9,416. Must have degree in engineering or four-year curriculum in architecture and four years experience.

DRAFTSMAN—$5,324 to start with regular increases to $6,472. Must have either four years of drafting experience with one year in architectural drafting or a degree in engineering, architecture or a related specialty. (Salary reflected includes July increase.)

Extensive paid vacation, plus many other job benefits peculiar to Michigan Civil Service positions. Apply Michigan Department of Conservation, Personnel Office, Mason Building, Lansing.



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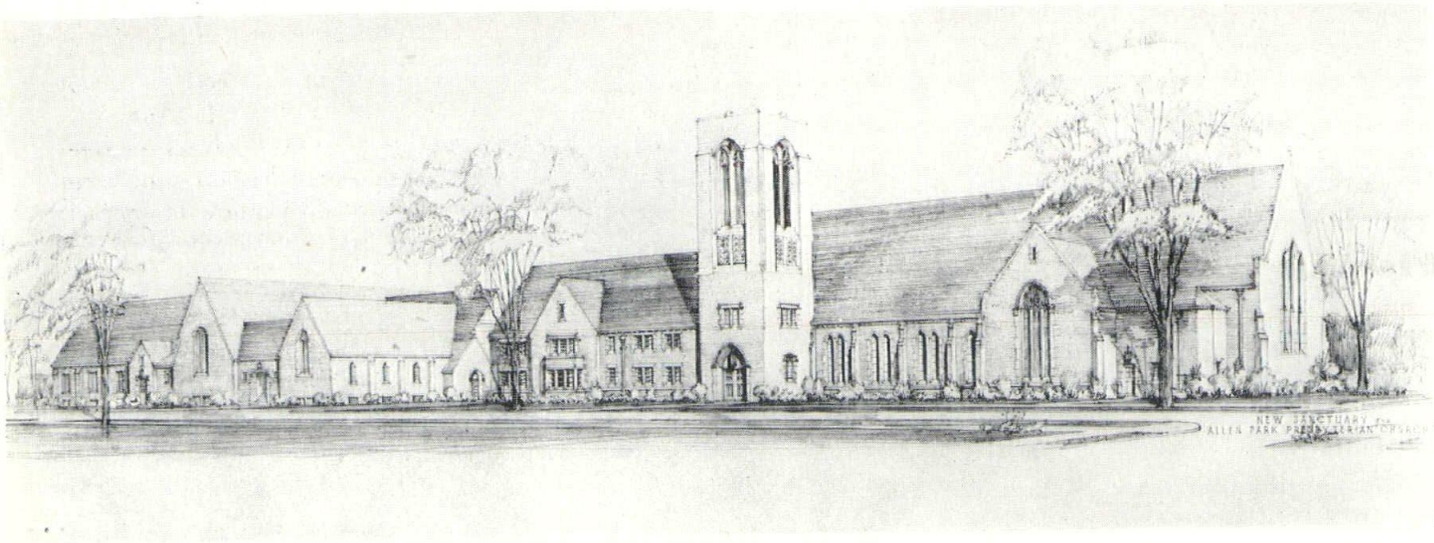

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Architects In The News

NOTE: The Editor is interested in news items suitable for publishing on these pages. Send items to National Architect, Dept. C, 120 Madison Ave., Detroit 26, Michigan.

The development of American architecture over the past century will be illustrated in a major photographic exhibition to be held May 15 to July 15 at the National Gallery of Art, Washington, D. C.

The opening of the exhibit, the first large-scale architectural display and one of the largest temporary shows ever held at the National Gallery, will occur during the Centennial Celebration Program of the American Institute of Architects in the national capital.

More than 4,000 architects from all parts of the nation and a score of foreign countries will be on hand to mark the one hundredth anniversary of the establishment of the professional society in America.

Highlight of the exhibition will be 10 huge color transparencies, photographed especially for the show by W. Eugene Smith on a grant from Life magazine. The transparencies will embody trends and characteristics considered to be significant of future development of American architecture.

More than 200 black-and-white photographs will be shown of 65 buildings which represent important steps either historically or esthetically in the narration of architecture over the past century in America. Also on display will be a collection of architectural drawings which will document the contribution of architects to the graphic arts.

Seven of the galleries and the large central gallery will be given over to the exhibit. Value of the exhibition is estimated to exceed $250,000.

A preview showing of the exhibition for guests of the National Gallery of Art and the American Institute of Architects will be held at 9 p. m. May 14. An attendance of 7,500 guests is expected. The Marine Band will provide music.

Florida

ROBERT H. LEVISON, is the General Chairman for the Florida Central Host Chapter of the Florida Association of Architects 43rd Annual Convention. The three-day conclave will be held at the Fort Harrison Hotel, Clearwater, on November 7, 8 and 9, 1957.

Washington, D. C.

WINCHTON L. RISLEY, F.A.I.A., has been appointed to the National Jury of Fellows Committee of the A.I.A., according to President Leon Chatelain, Jr.

Mr. Risley will serve until 1961. Serving with him will be Douglas William Orr, New Haven, Conn.; Thomas D. Broad, Dallas, Texas; Jack Bass Smith, Birmingham, Ala.; Robert W. McLaughlin, Princeton, New Jersey and Alfred Shaw, Chicago, Ill.

Duties of the committee will be to advance members to fellowship when it finds them qualified.

California

JAMES G. PULLIAM, A.I.A., master planner and architect, has been named to head the land planning section of Welton Becket, F.A.I.A., and Associates, Architects and Engineers.

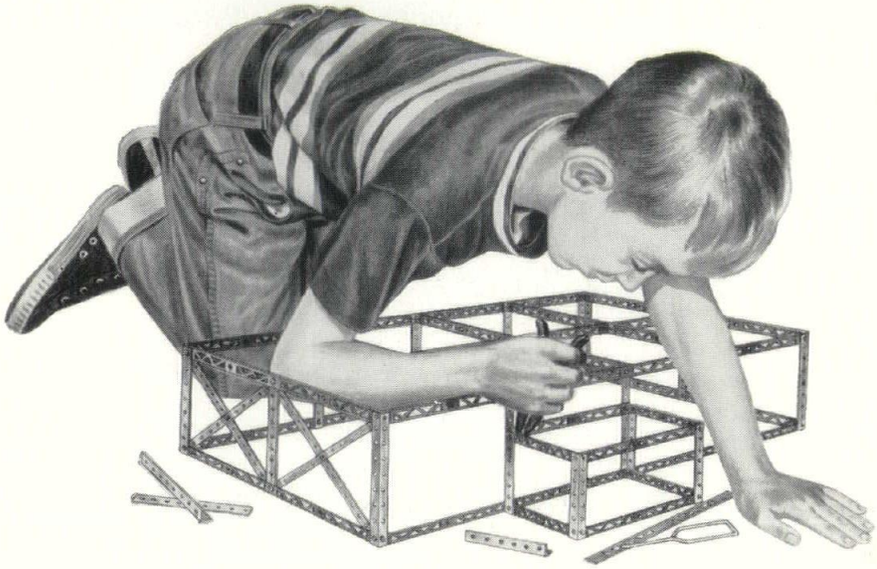
Mr. Pulliam, a member of the American Society of Planning Officials, will be in charge of city planning and master planning.

The Becket firm has been instrumental in the master planning of Costa Mesa, Calif., the civic center of Salinas, Calif., the development of Penn Center in Philadelphia, Pa., Quality Hill redevelopment in Kansas City, Mo., over-all development of the Univ. of Calif., at Los Angeles, naval housing development in the Philippine Islands, and many shopping center and other improvement land-use projects around the world.

Georgia

CECIL A. ALEXANDER, has been elected president for 1957 of the Georgia Chapter, A.I.A. Other officers named are: Clem J. Ford, vice president; Leroy W. Vanover, secretary, and Julian C. Jett, treasurer.

Willard Lamberson was named a di-



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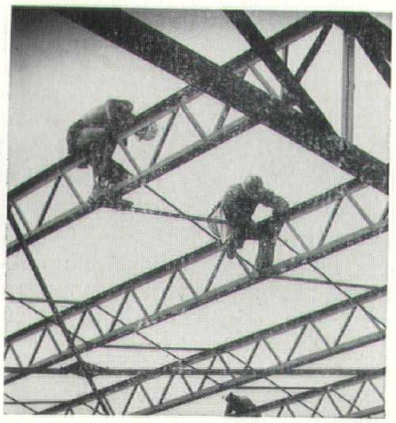

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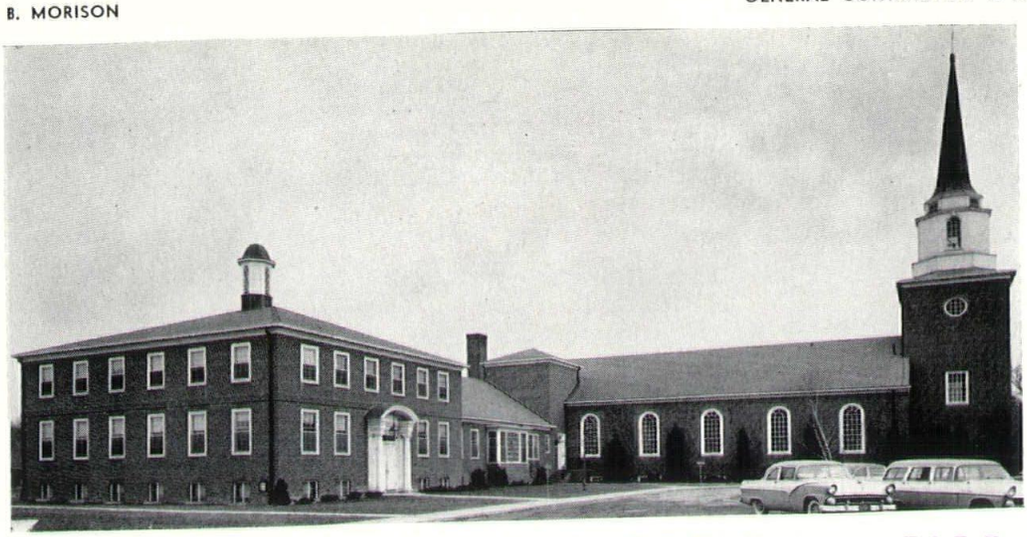

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rector. Carry-over directors are John Cherry, and Ellamae League. H. Griffith Edwards, retiring president, became a member of the board for one year.

The Georgia Chapter A.I.A. has just passed its 50th anniversary.

Indiana

THE SYMBOLISM OF SACRED SCRIPTURE, is the theme of this year's seminar to be held Friday, July 12th at 7:00 P. M., until noon on Sunday the 14th, at the University of Notre Dame. The theme for this year's seminar was chosen by the architects of last year's seminar. It is also the theme for the course in Liturgical Arts for this summer.

For further information write, Frank Montana, A.I.A., Head, Department of Architecture, Univ. of Notre Dame, Notre Dame, Indiana.

Montana

ANGUS V. McIVER, F.A.I.A., CHANDLER C. COHAGEN, F.A.I.A., AND SIGVALD L. BERG, A.I.A., were recently reappointed by Governor J. Hugo Aronson, for four-year terms on the Montana State Board of Architectural Examiners. At a reorganization meeting following the appointments, Mr. McIver, was elected president; Mr. Berg, vice president, and Mr. Cohagen, secretary-treasurer. The Board reappointed H. C. Cheever, Dean of Architecture, State College, Bozeman, Montana, as Executive Secretary, and Mr. Cohagen was elected as delegate to the 36th annual convention of the N.C.A.R.B. in Washington, D. C., May 10-11.

New Jersey

LUCAS E. BANNON & DAVID P. ANTINOZZI, have moved their offices to 191 Franklin Turnpike, Hohokus, N. J. Both partners are members of the A.I.A.

New York

RUBBER FLOORING MANUFACTURES announce 1957 Floor Design Competition. Open to professional designers, architects, decorators, and floor installers within the continental United States, the competition will be for a Designer's Award of $1,500, for the best-designed rubber floor installed in an institutional or commercial type building, and an Installer's Award of $500 for the flooring contractor who installs the Design Award winning floor.

Any floor installed between January 1, 1957 and December 31, 1957, will be eligible, regardless of the actual design date.

Judges from the architectural and design fields will make the selections which will be announced in March, 1958. The judges are Leon Chatelain, Jr., President of the A.I.A., Marc T. Nielson, President of the American Institute of Decorators, and John Knox Shear, Editor-in-chief of Architectural Record.

Inquiries should be addressed to Rubber Floor Design Awards Committee, Rubber Flooring Division, The Rubber Manufactures Association, Inc., 444 Madison Ave., New York 22, N. Y.

Ohio

POTTER, TYLER, MARTIN & ROTH, Cincinnati architectural firm, has made available four scholarships of $250 each to Miami (Ohio) University architecture students. The grants are available to students in their third, fourth or fifth year, "of great professional promise or who have need for financial assistance."

Wisconsin

ARTHUR E. REDDEMANN, has been re-elected president of the Wisconsin Chapter, A.I.A. Other officers named are: Joseph H. Flad, re-elected vice president; Robert P. Potter, secretary-treasurer.

Two board members elected are Maury Lee Allen and Mark Purcell. Divisional directors elected include Frank Shattuck, Robert Hackner and Robert P. Potter.

The Wisconsin Chapter, A.I.A. has a new address. The office is now located at 8416 W. Lisbon Ave., Milwaukee 16, Wis.

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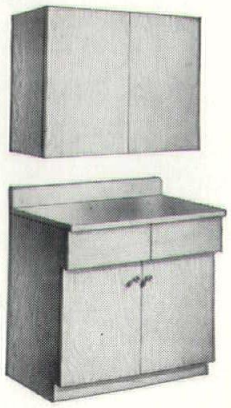

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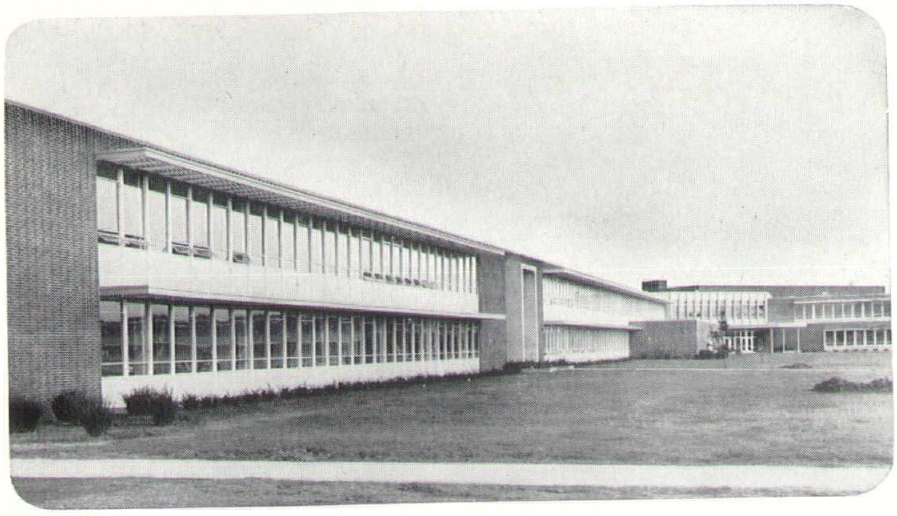

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In Memoriam

CHARLES C. CLARK, F.A.I.A., 70, in St. Thomas, Virgin Islands, on March 23rd.

JOHN STAFFORD CROMELIN, A.I.A., 61, at his home in Chicago, Ill., on April 1st.

RICHARD HOYT, A.I.A., 53, in his home city of Houston, Texas, on March 26th.

THEODORE KOCH, A.I.A., 72, at his home in New Brighton, N. Y., on March 23rd.

EARL FRANCIS MONTGOMERY, 58, at his home in Seattle, Wash., on March 29th.

SANFORD H. WACHTEL, 37, in his home city of New York, N. Y., on March 28th.

Elmer R. Coburn

ELMER ROSWELL COBURN, A.I.A., 59, of Hartford, Conn., died on March 18th. In the death of Mr. Coburn, Connecticut lost a faithful public servant whose talents were recognized, and whose advice was sought, far beyond the borders of his state.

Mr. Coburn, who entered his state's service 22 years ago, was director of the State Development Commission. It was under his guidance that a comprehensive program of planning and zoning was organized for assisting the towns in this type of development.

Many other states became interested in Mr. Coburn's work, either through his numreous writings in professional journals or listening to him at the frequent national conventions he attended. He often was invited in a consultant capacity to advise on problems in the field where he was considered an outstanding authority.

Mr. Coburn's wide circle of friends were attracted to him by his warm personality and his readiness to be of help in any capacity where his abilities could be used. He operated in a medium where vision and imagination were prime requisites. He had these in abundance.

Well before many of his colleagues fully grasped the significance of our rapidly expanding urban and suburban communities, Mr. Coburn clearly saw the trend. He was in the vanguard of those few who saw zoning and planning not as a community, or even area projects, but as including whole regions—which is exactly the direction they are taking today.

Mr. Coburn was a dedicated public servant whose loyalty to his state was appropriately recognized by Connecticut's General Assembly in a resolution which noted that he "was largely responsible for making Connecticut a leader in the field of planning and zoning."
—G. J. HANNIKEN, A.I.A.

Great Lakes District

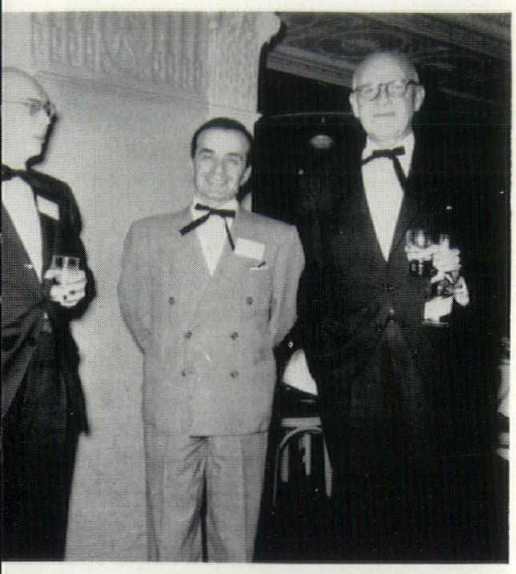
A.I.A. REGIONAL CONFERENCE

THE BROWN HOTEL
LOUISVILLE, KENTUCKY
MARCH 29-30, 1957

ABOVE:

Standing, left to right: AIA Treasurer, Raymond S. Kastendieck of Gary, Indiana; President of ISA, James M. Turner of Hammond, Indiana; Director AIA Great Lakes District, Bergman S. Letzler of Louisville; First Vice President AIA, John N. Richards of Toledo

Seated, left to right: Research Secretary AIA, Eric A. Pawley of Washington, D. C.; Director of Research, Structural Clay Products Research Foundation, Robert B. Taylor of Geneva, Illinois; Moderator for Research Forum and organizer of the event, C. Melvin Frank of Columbus, Ohio; Technical Director, Illuminating Engineering Society, C. L. Crouch of New York City; and Architectural Metal Manufacturers Association representative, George B. Melcher of Minneapolis



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(1)

Left to right: MSA president, James B. Morison of Detroit; Charles J. Marr, secretary, Great Lakes District A.I.A. Regional Council, of New Philadelphia, Ohio; and A.S.O. president, John P. Macelwane, of Toledo

2

(2)

Left to right: Mrs. Linn Smith of Birmingham, Michigan; former treasuurer A.I.A., Charles F. Cellarius of Cincinnati; Mrs. John N. Richards of Toledo; and MSA past president, Elmer J. Manson of Lansing, Michigan

3

(3)

Left to right: Mrs. Frank Montana of South Bend, Indiana; I.S.A. president, James M. Turner of Hammond, Indiana; and Mrs. Edward D. Pierre of Indianapolis

4

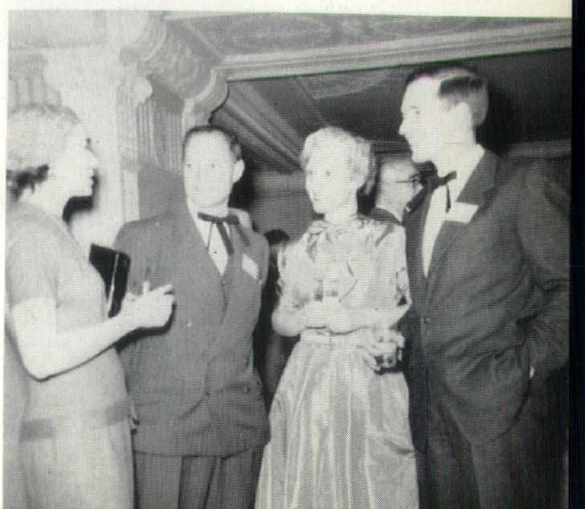
(4)

Left to right: Edd R. Gregg of Louisville; Mr. & Mrs. C. Melvin Frank of Columbus, Ohio

5

(5)

Left to right: Grady Clay and Dr. Walter Creese of Louisville; and Mrs. James M. Turner of Hammond, Indiana



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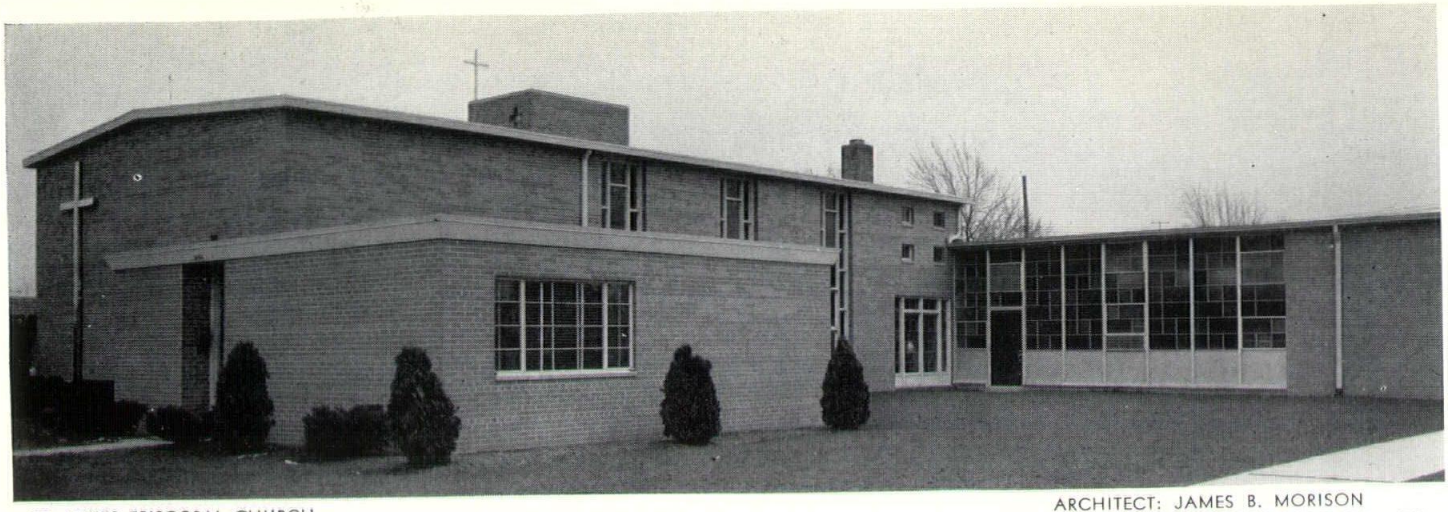
(6)

Left to right: Mrs. Albert Barnett McCulloch, Mr. & Mrs. Thomas Dade Luckett and Mr. McCulloch, president of West Kentucky Chapter, all of Louisville



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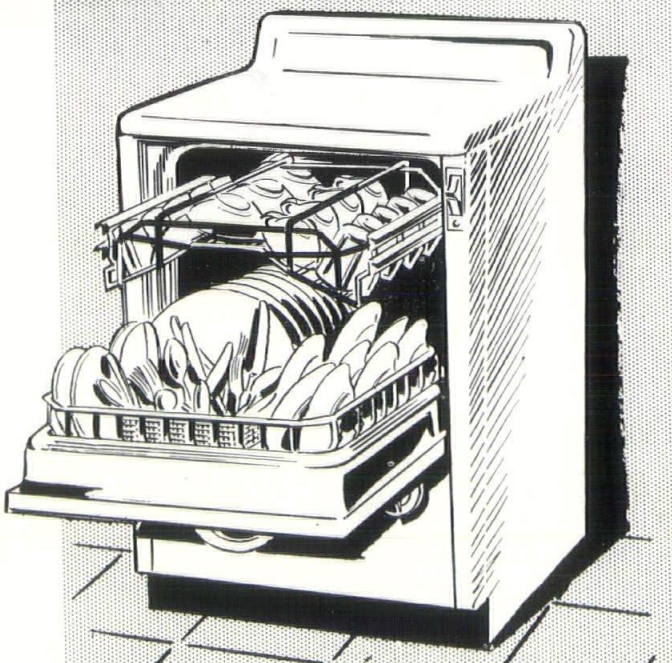

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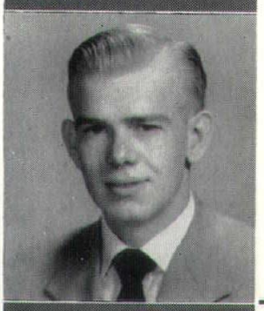
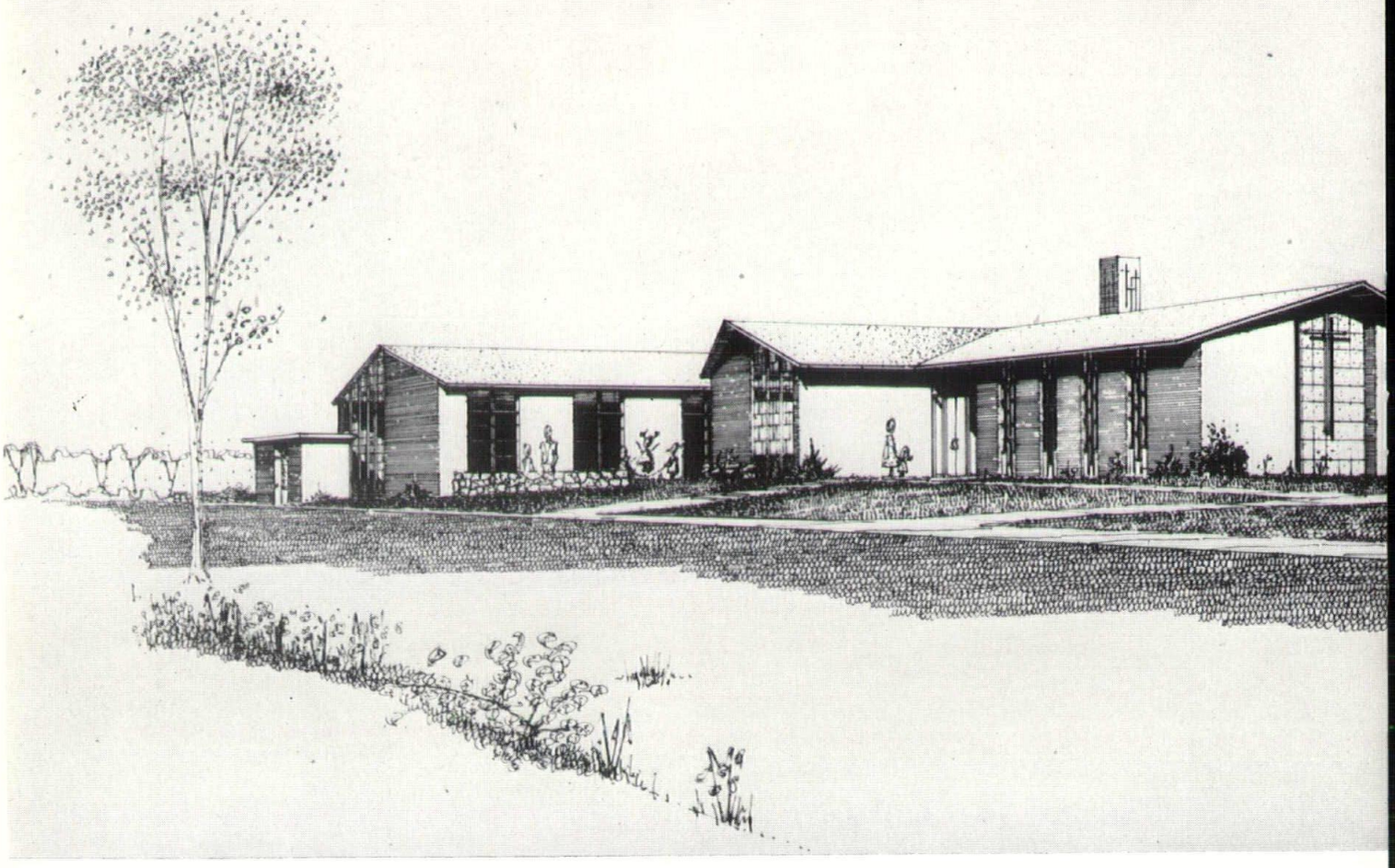


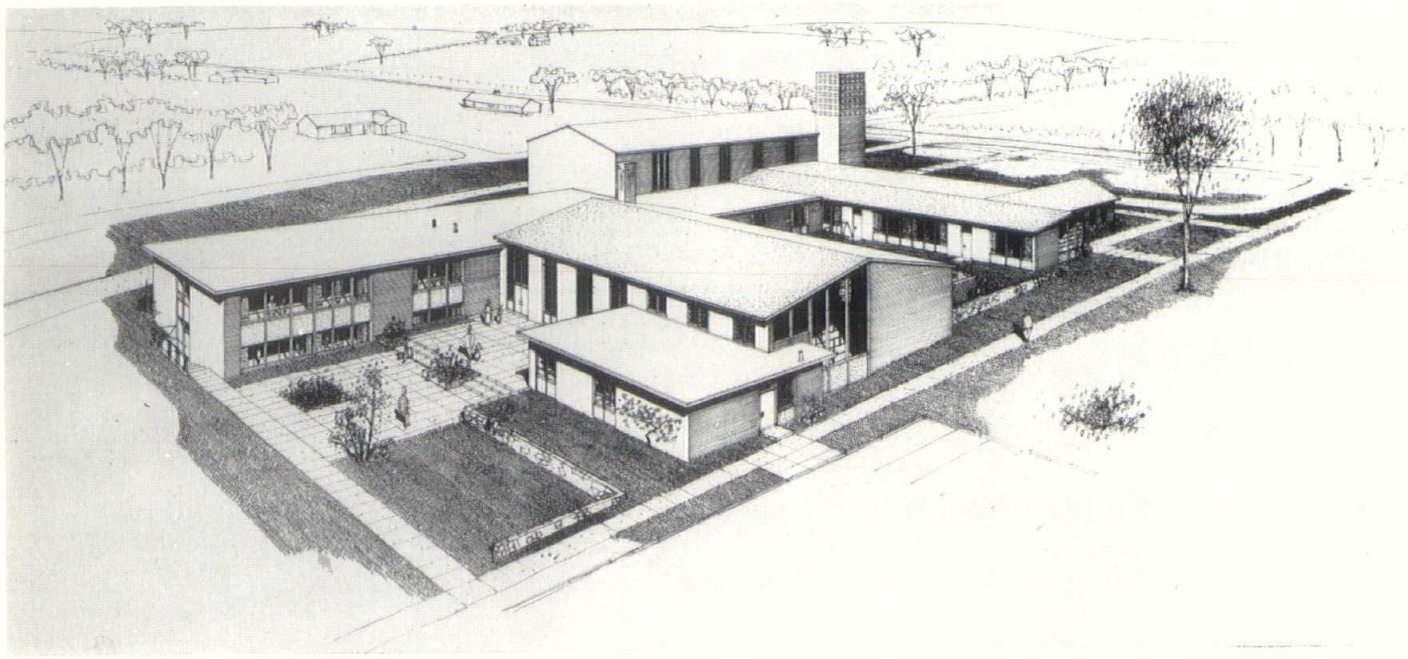
RICHARD C. DONKERVOET
A. I. A.

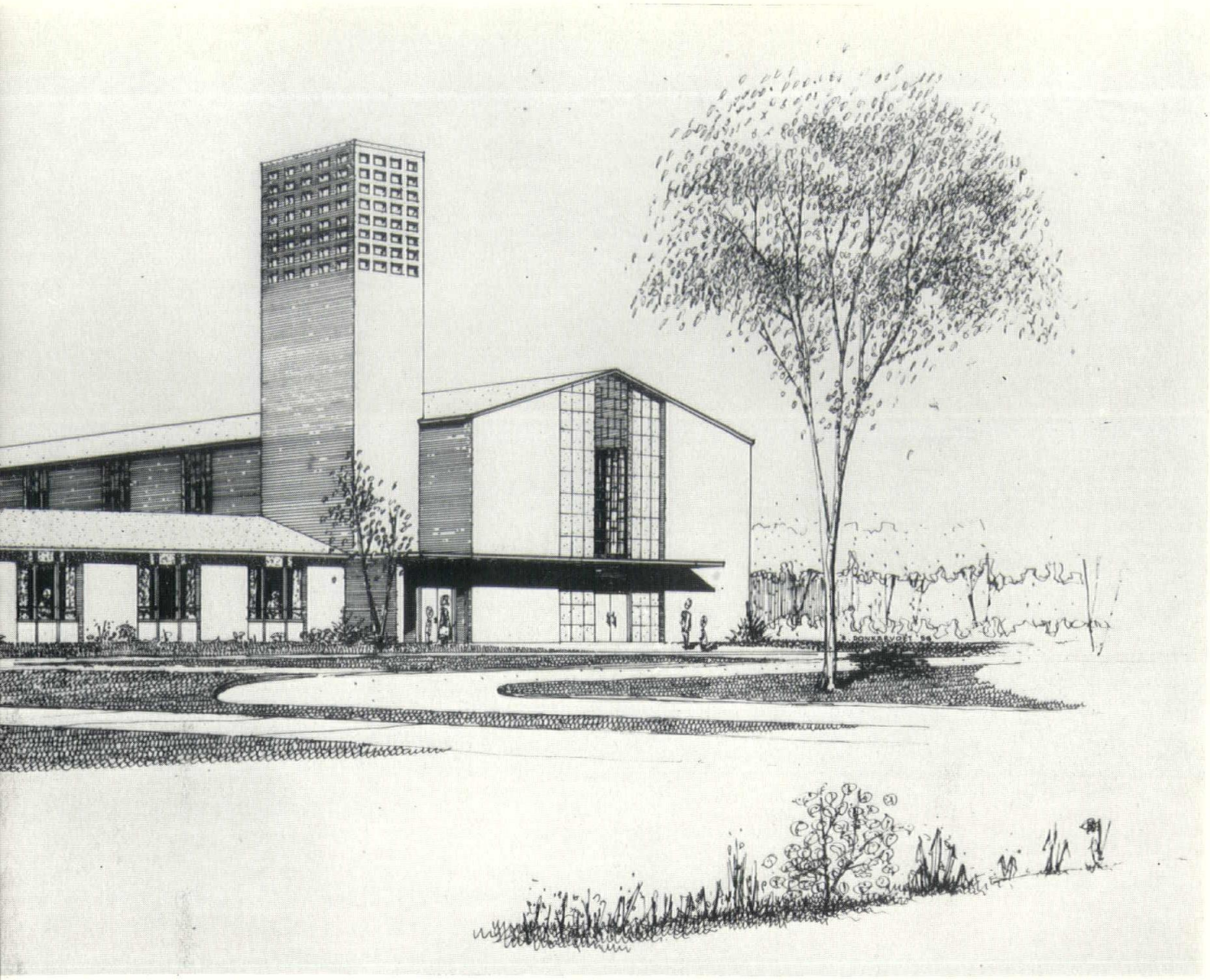
AMES B. MORISON

ARCHITECT

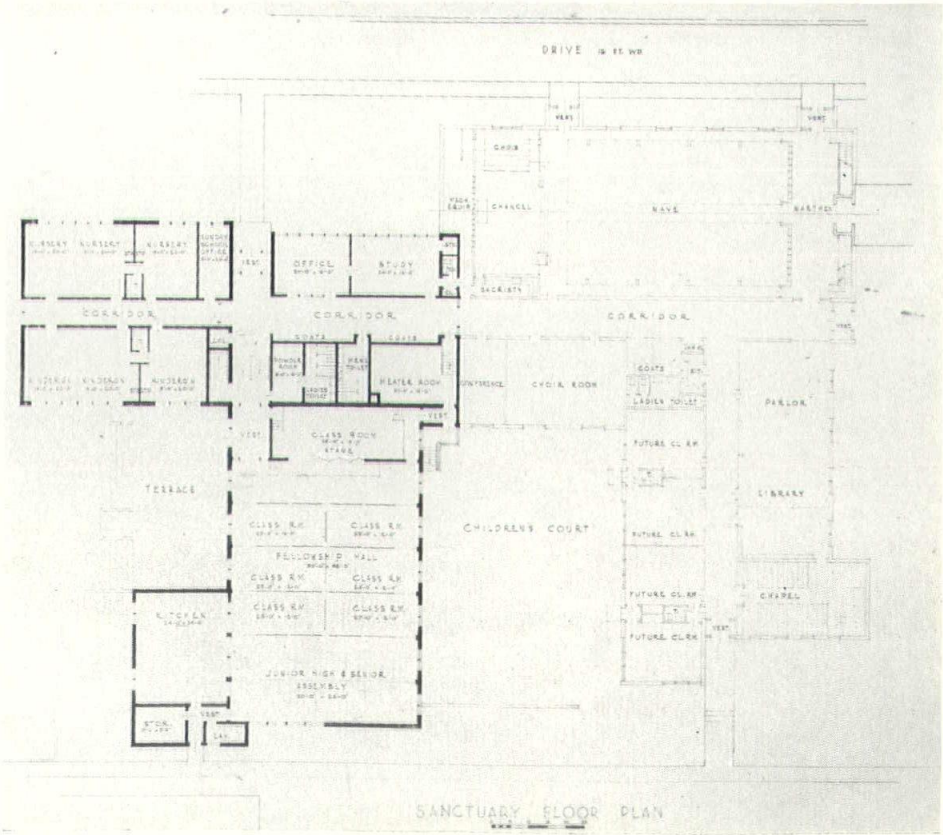
DETROIT







FIRST PRESBYTERIAN
CHURCH
ALMA, MICHIGAN



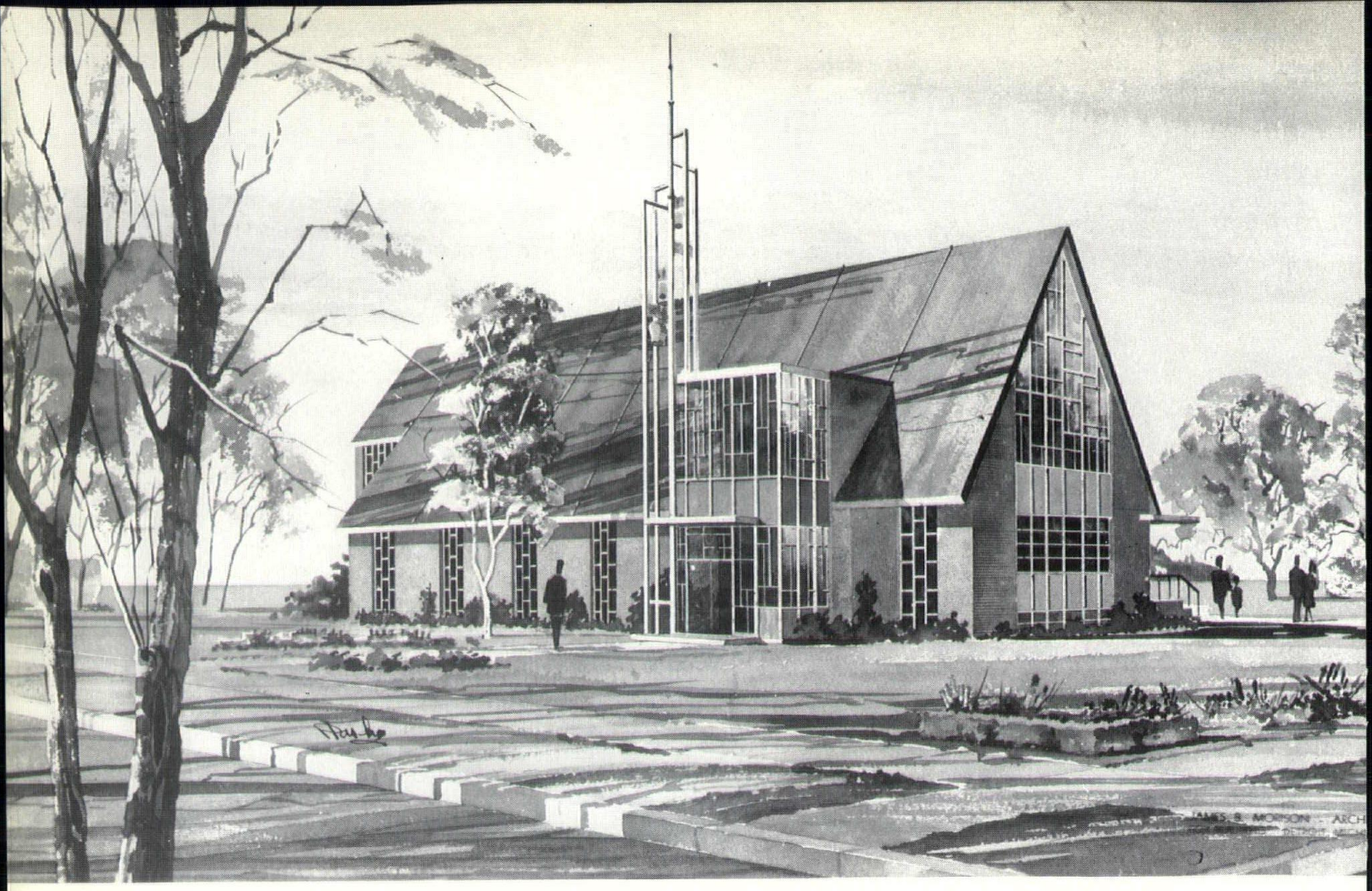


Photo By William E. Bradley

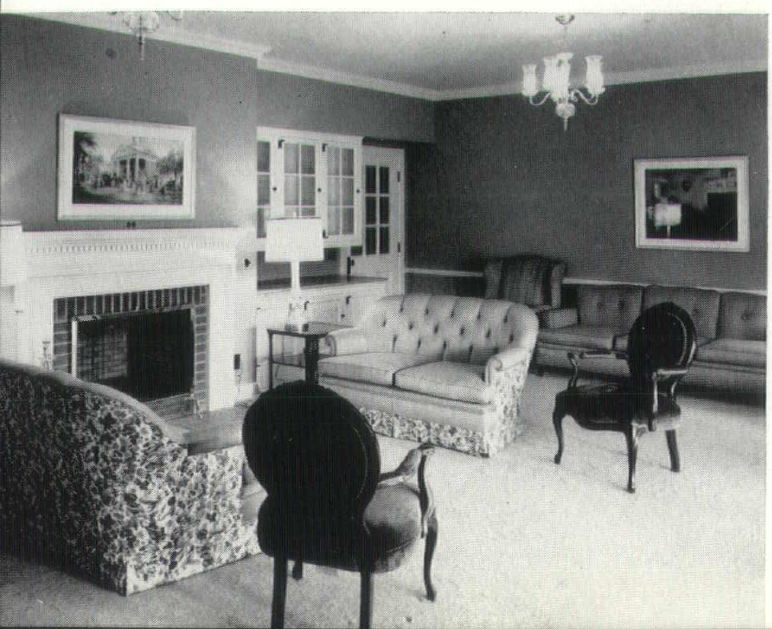
REORGANIZED CHURCH
OF JESUS CHRIST
OF LATTER DAY SAINTS
DETROIT, MICHIGAN

UNDER CONSTRUCTION

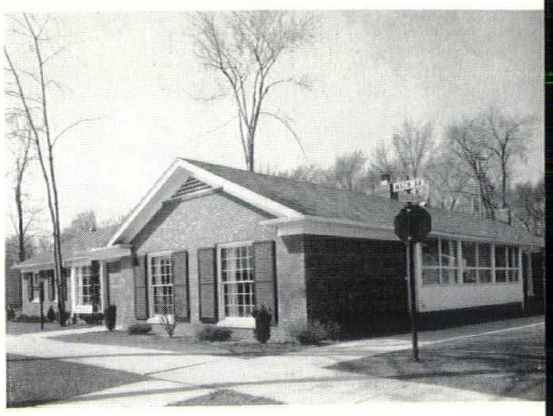
CHERRY HILL
UNITED PRESBYTERIAN CHURCH
DEARBORN, MICHIGAN

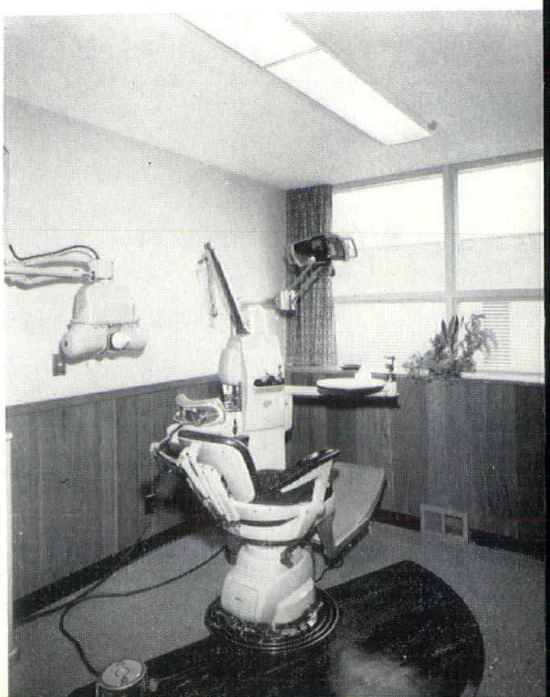
RIGHT: EDUCATIONAL UNIT
BELOW: LOUNGE AND STUDY HALL

Photos By William E. Bradley



EVERETT CLINIC
GROSSE POINTE WOODS
MICHIGAN





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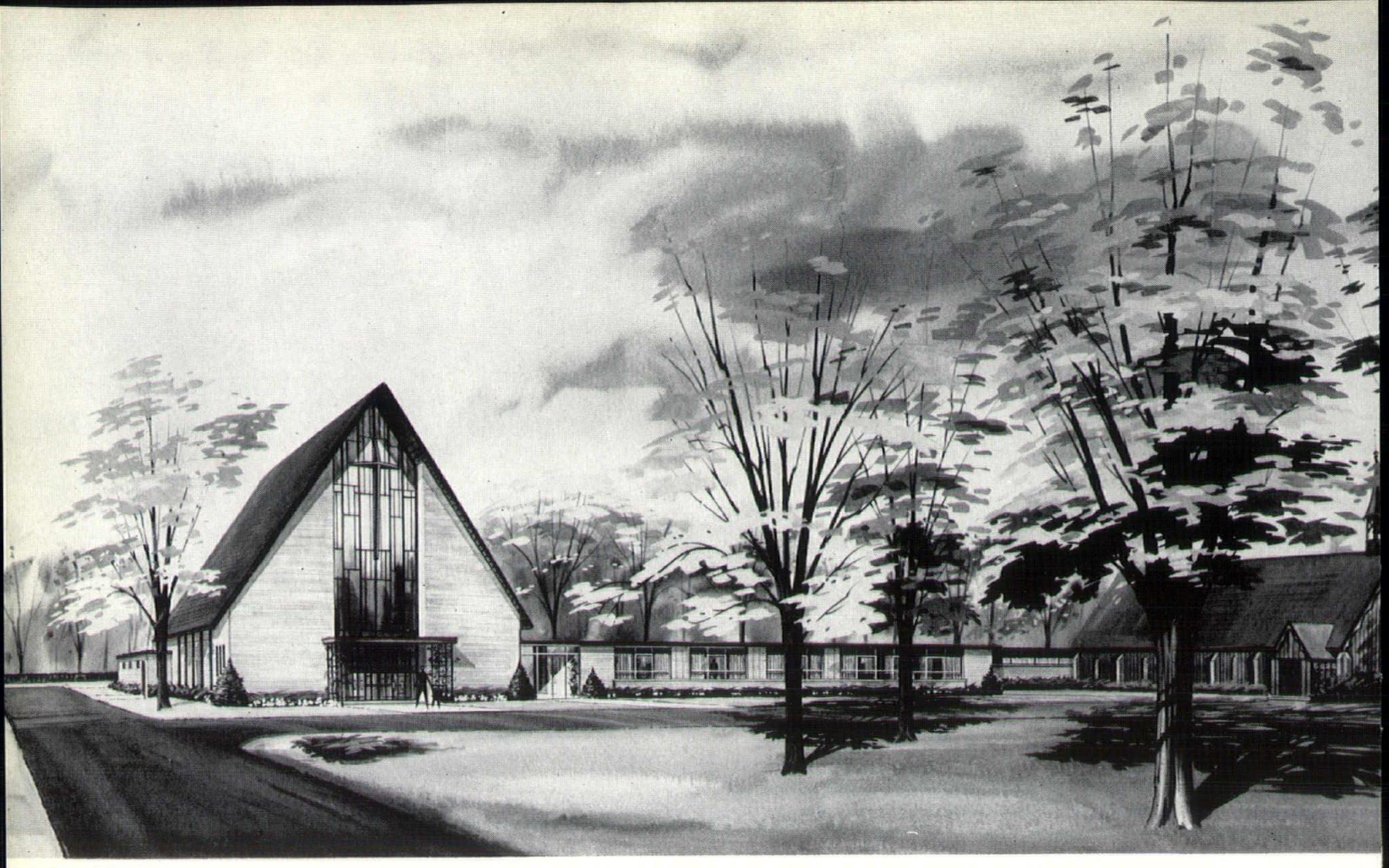
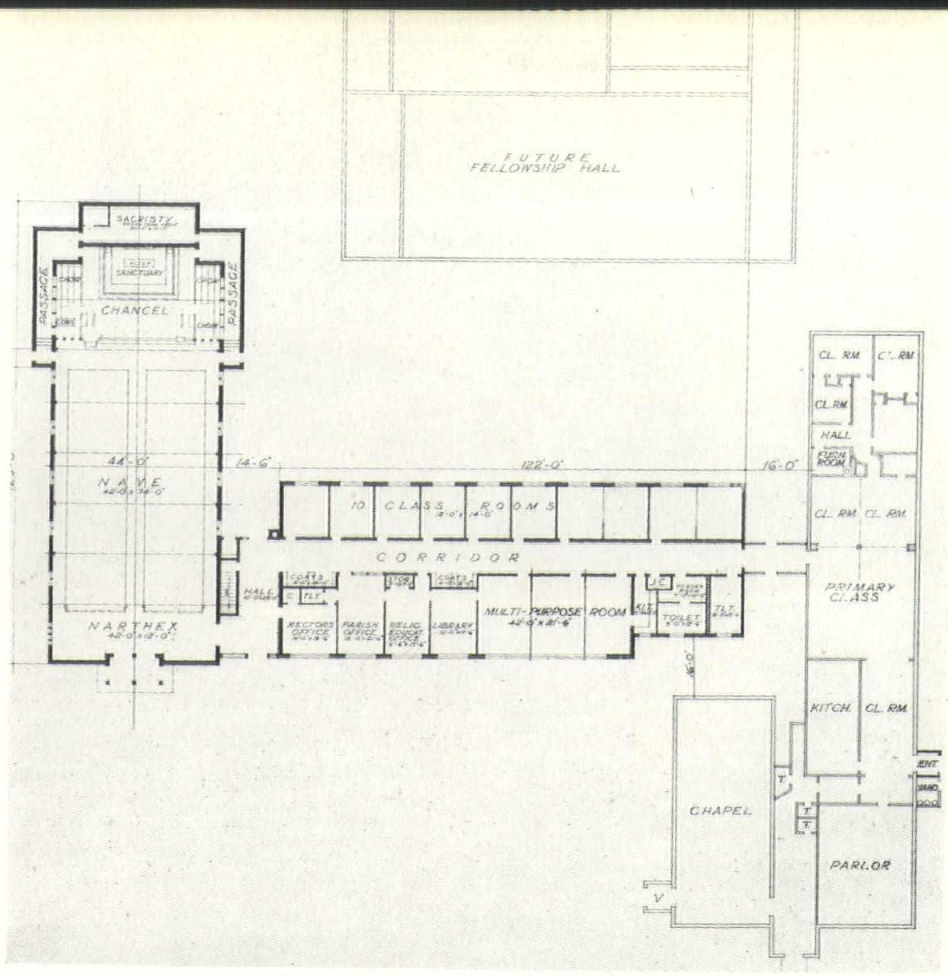
RED SEAL CLEANERS
MACK AVENUE STORE
DETROIT, MICHIGAN



ST. JAMES' EPISCOPAL CHURCH
GROSSE ILE, MICHIGAN


FUTURE FELLOWSHIP HALL
SACRISTY
SANCTUARY
CHANCEL
PASSAGE
PASSAGE
44'-0"
NAVE
14'-6"
122'-0"
16'-0"
10 CLASS ROOMS
CORRIDOR
HALL
COATS
NARTHEX
RECTORS OFFICE
PARISH OFFICE
SELIG. EDUCA.
LIBRARY
MULTI-PURPOSE ROOM
TOILET ROOMS
CL. RM
CL. RM
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HALL
CLOTH ROOM
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PRIMARY CLASS
KITCH.
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CHAPEL
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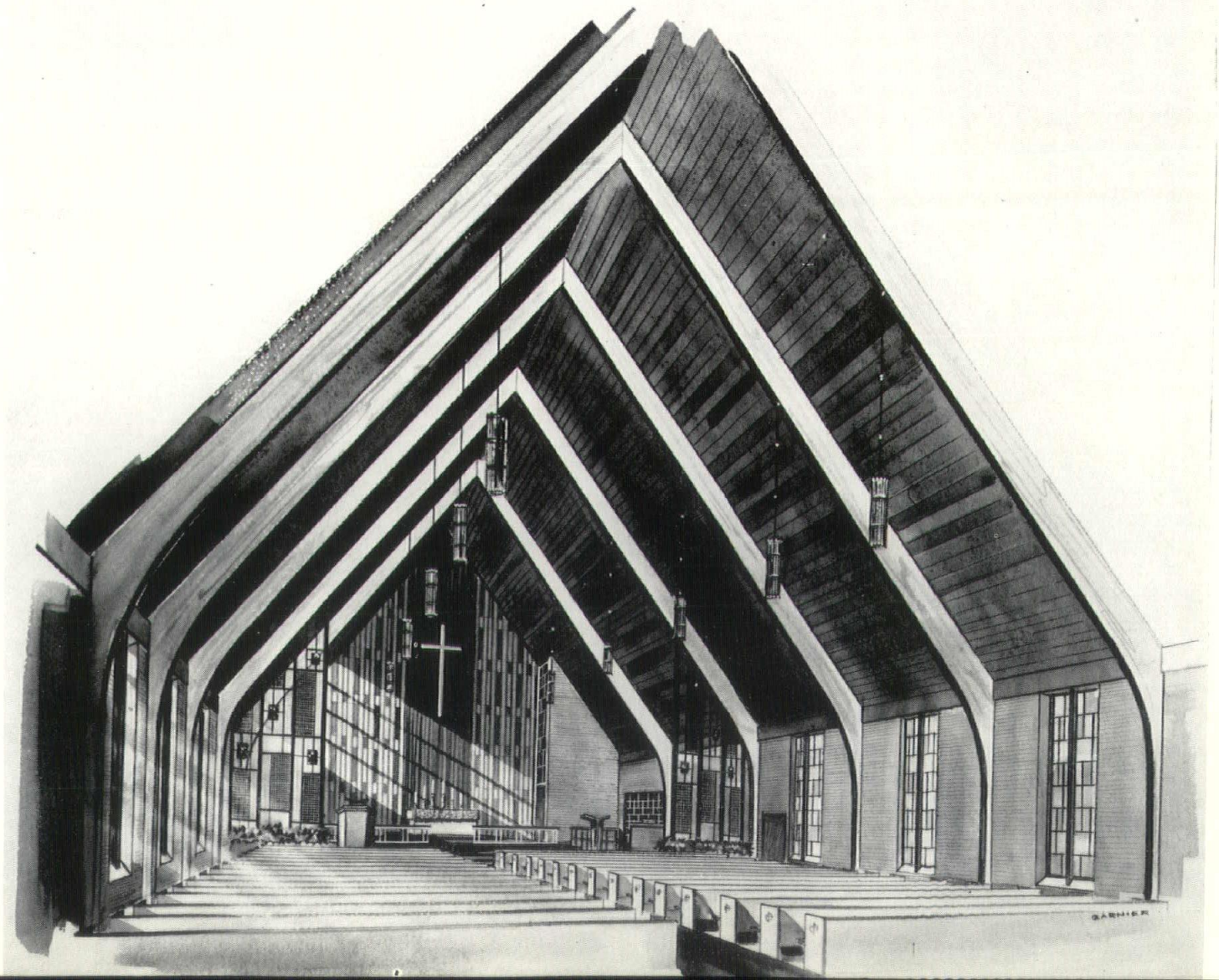
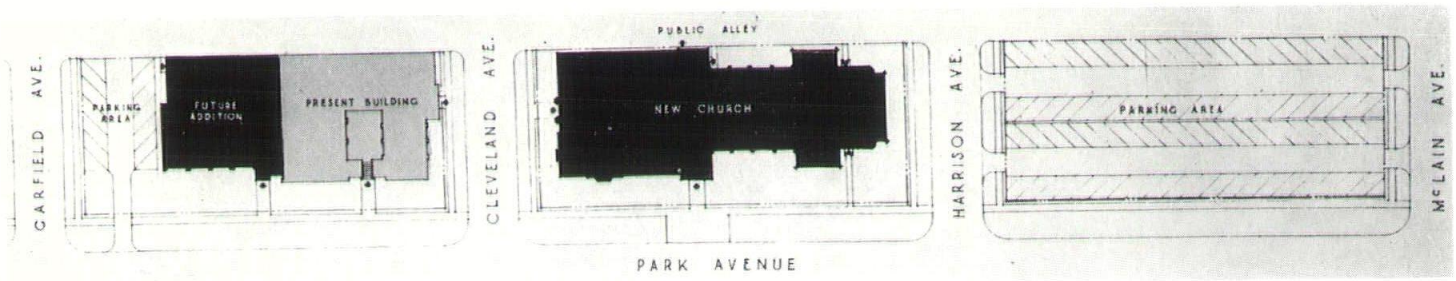
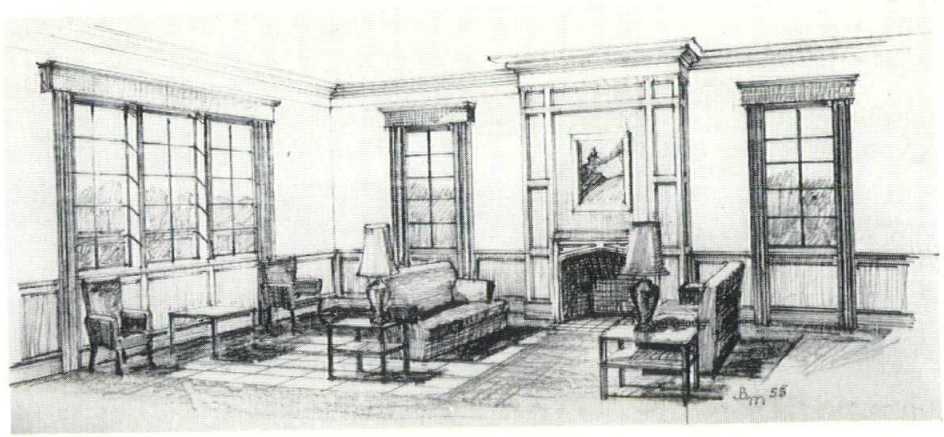
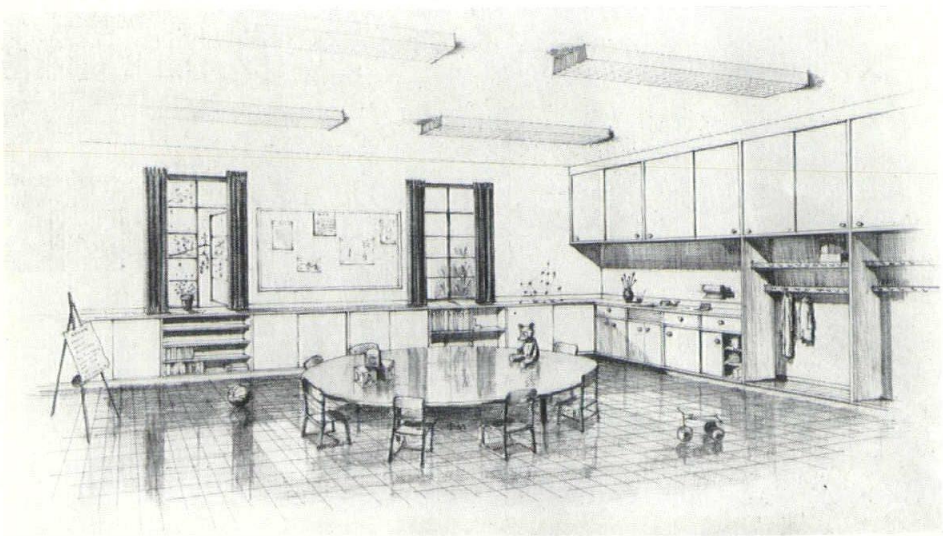


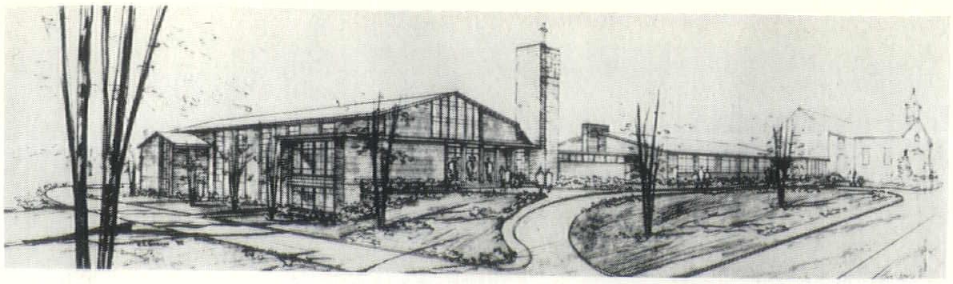


ALLEN PARK
PRESBYTERIAN CHURCH
ALLEN PARK, MICHIGAN

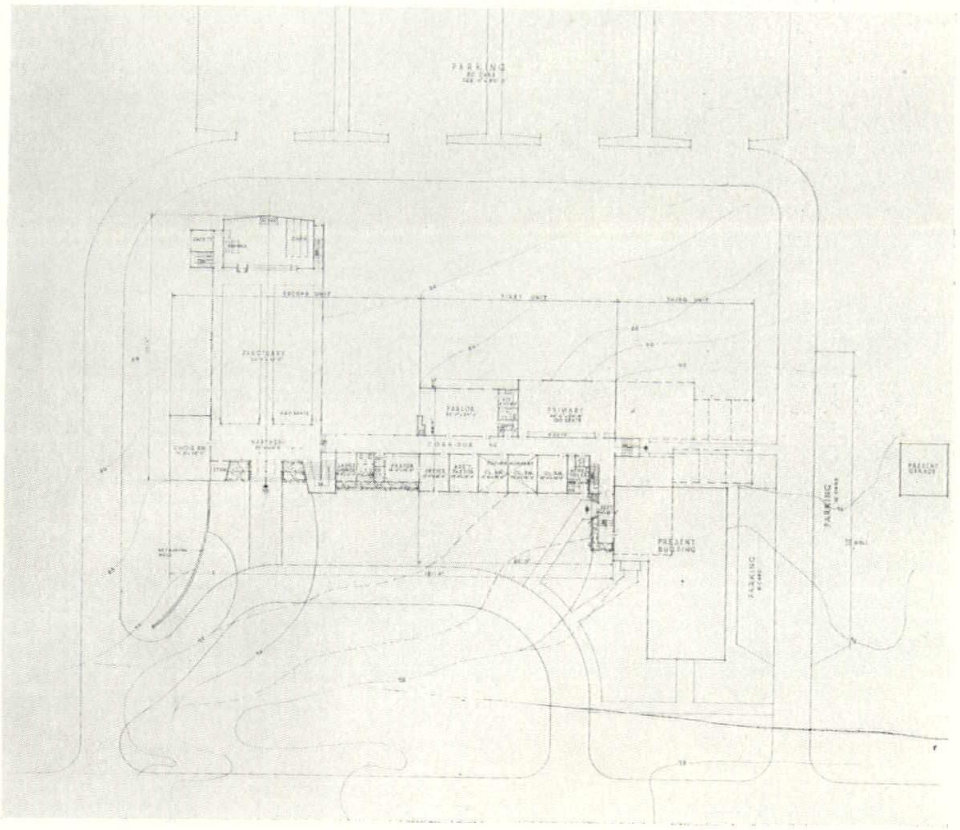




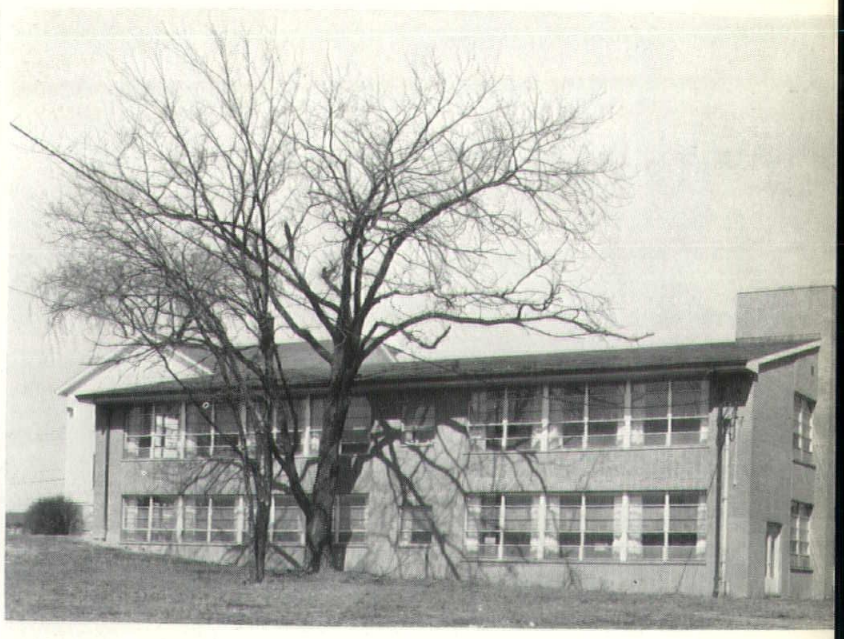
ABOVE: PARLOR
LEFT: NURSERY



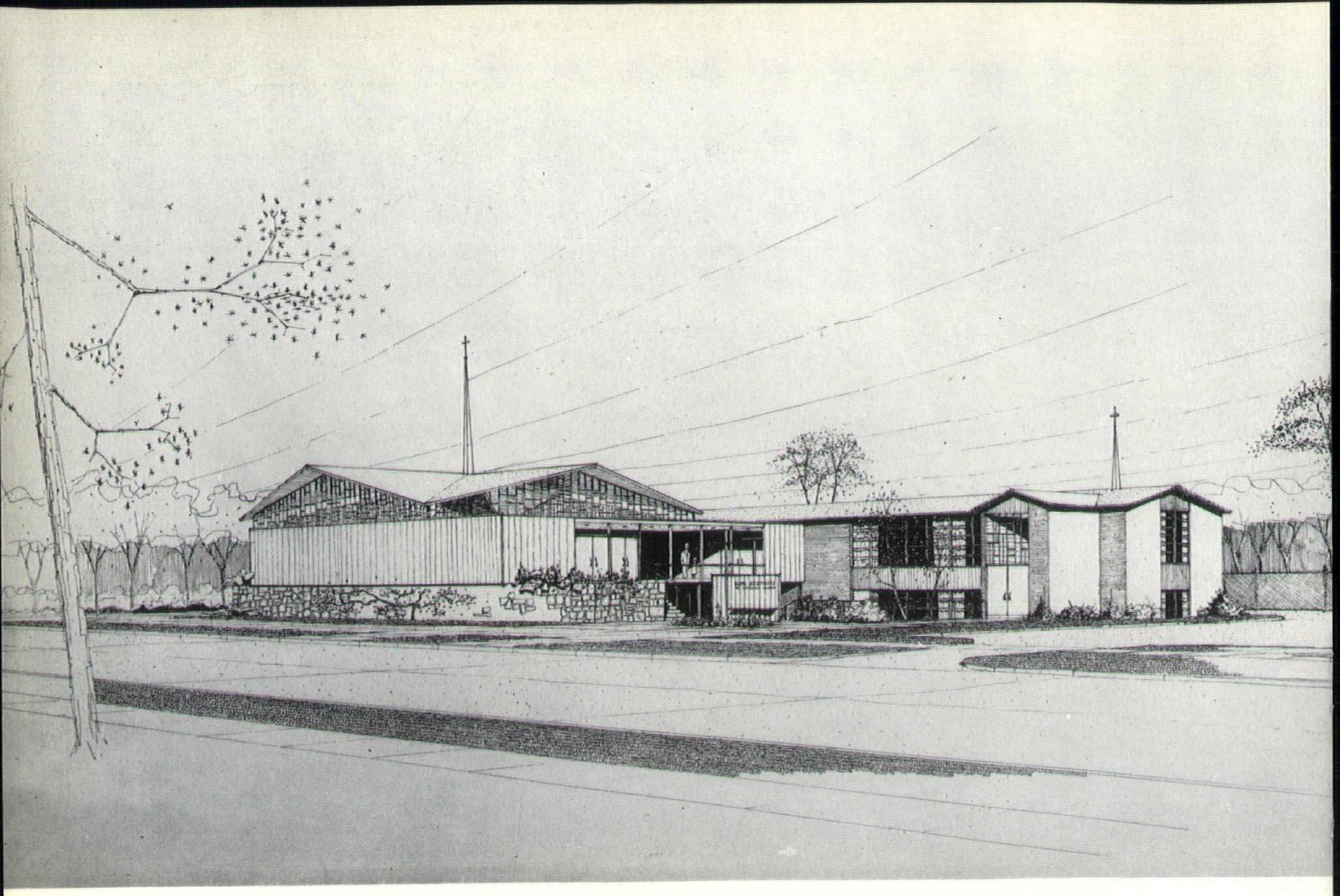
SOUTHFIELD UNITED
PRESBYTERIAN CHURCH
SOUTHFIELD TOWNSHIP
MICHIGAN



William E. Bradley Photos

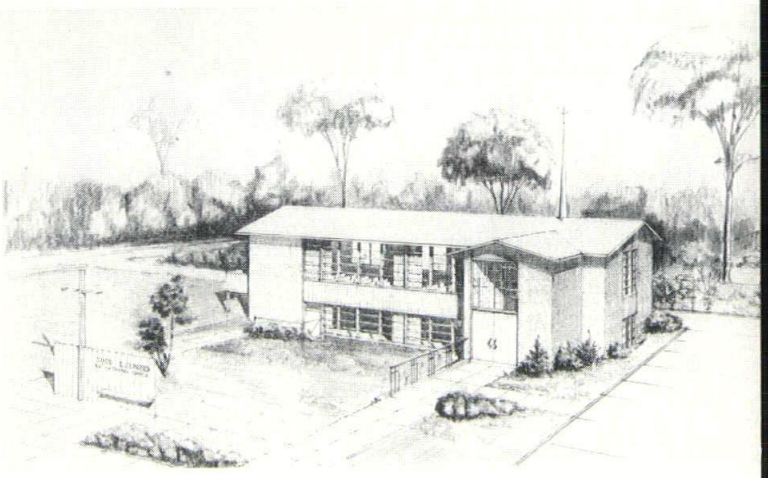


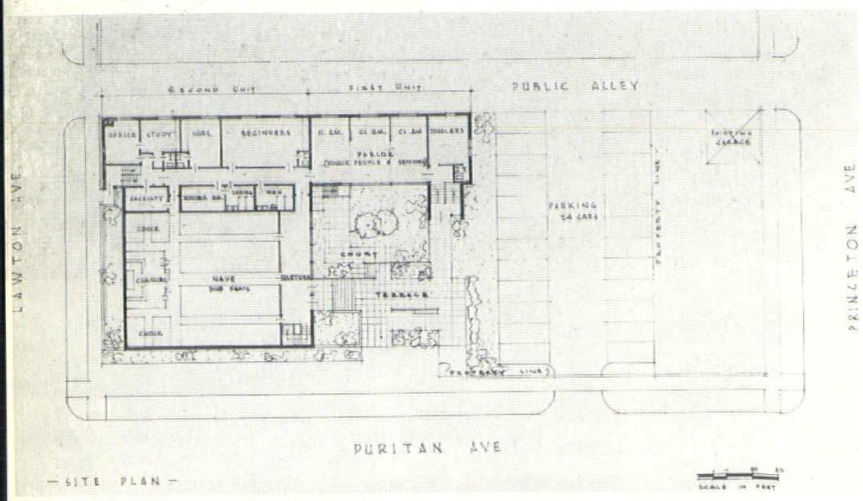
ABOVE: EDUCATIONAL UNIT
LEFT: MULTI PURPOSE ROOM



GOOD SHEPHERD
EVANGELICAL LUTHERAN CHURCH
DETROIT, MICHIGAN

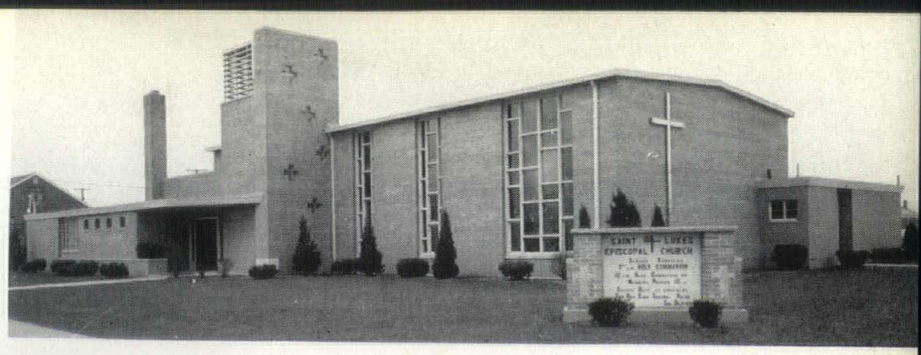
RICHARD E. DONKERVOET, A.I.A., ASSOCIATE





— SITE PLAN —

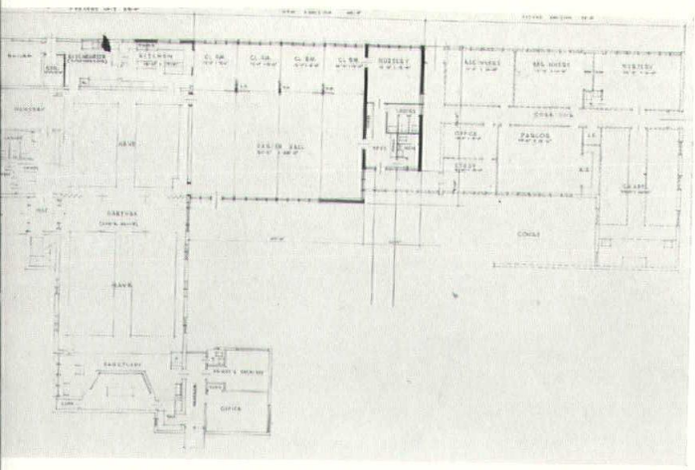
ABOVE: FIRST UNIT
LEFT: SITE PLAN

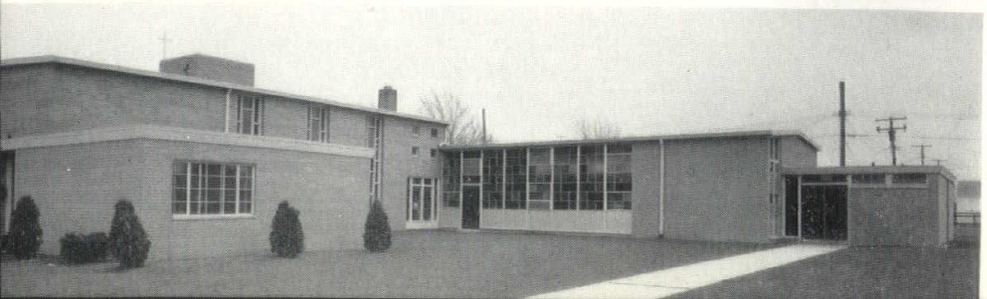


Photos By William E. Bradley

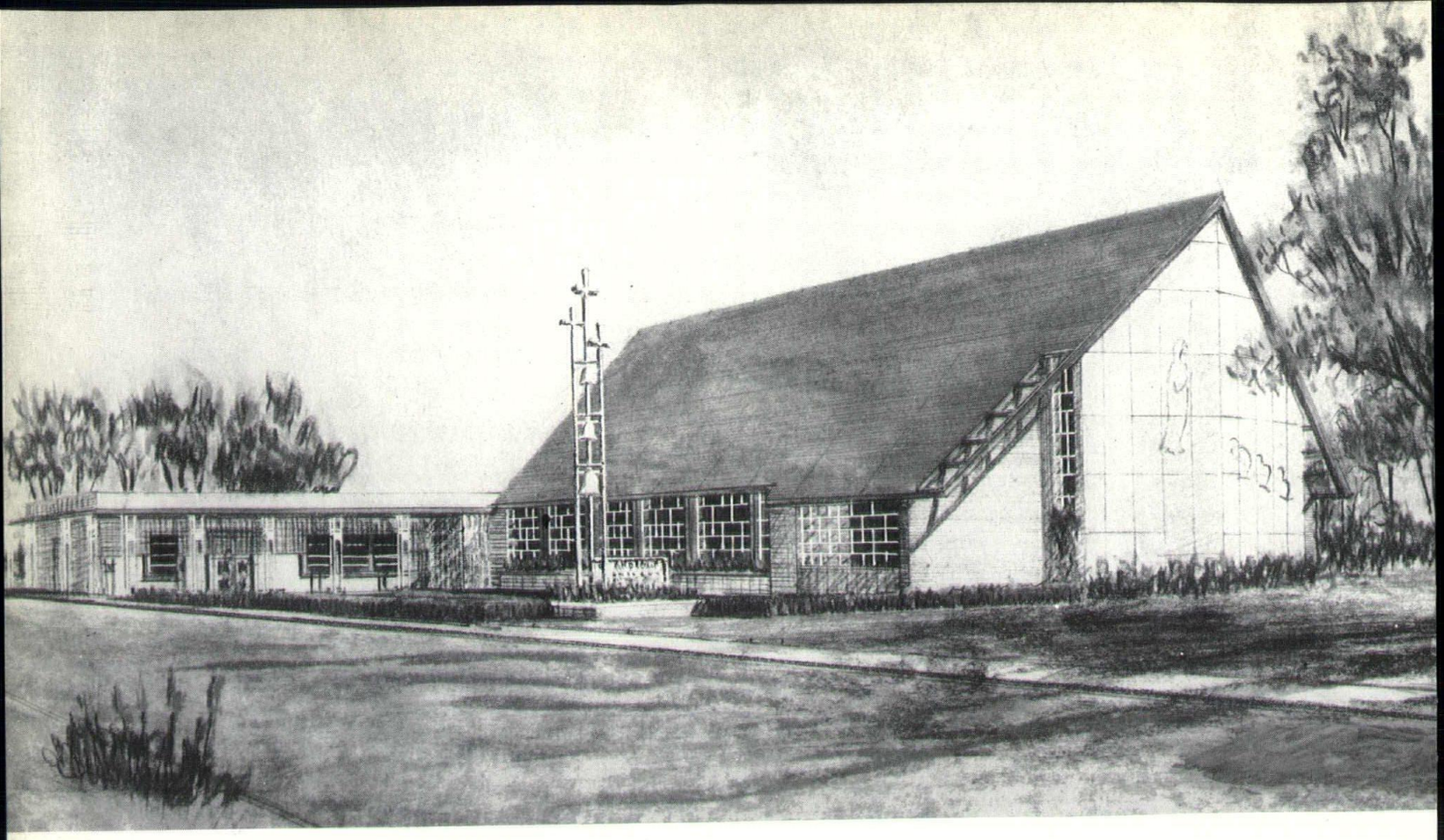
FIRST UNIT

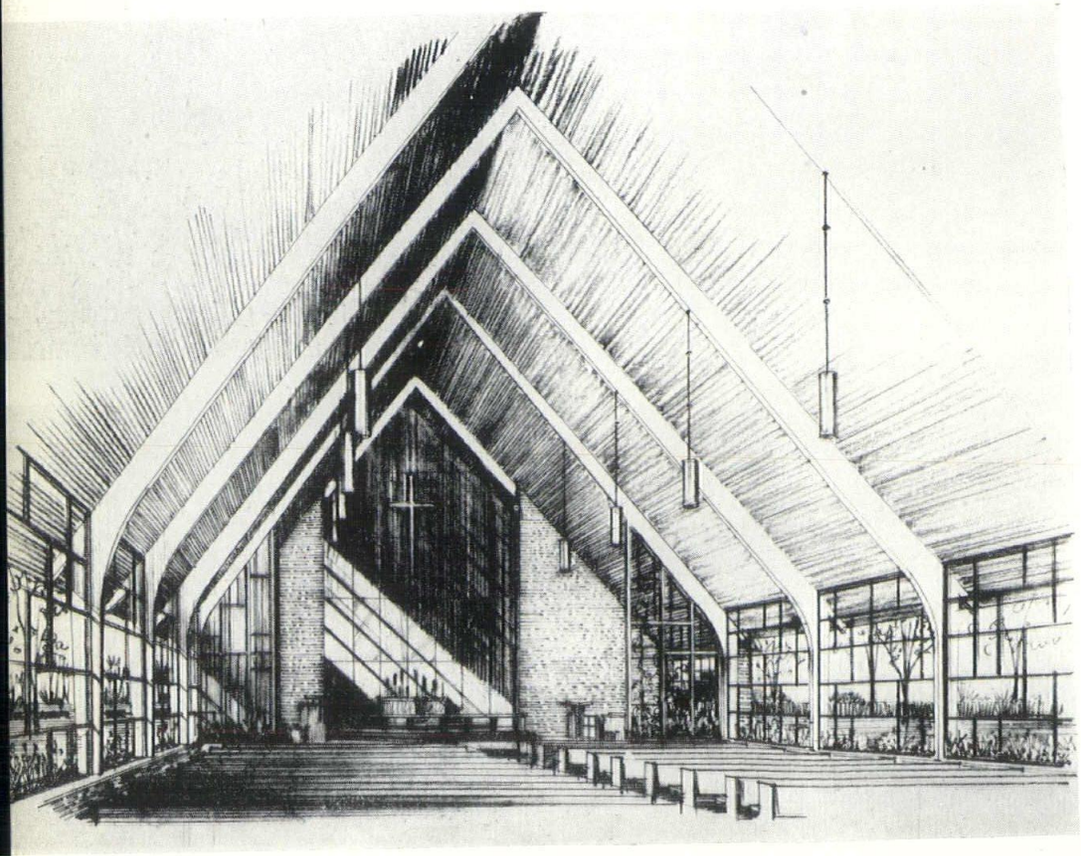
ST. LUKE'S
EPISCOPAL CHURCH
ALLEN PARK
MICHIGAN





SECOND UNIT





ST. ANDREW'S
EPISCOPAL CHURCH
LIVONIA, MICHIGAN

Photos By William E. Bradley

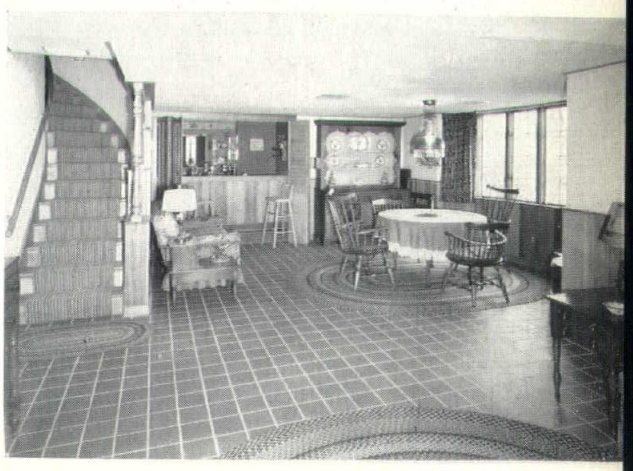
1

2

CARL D. REICHELT RESIDENCE
SOUTH DEEPLANDS ROAD
GROSSE POINTE SHORES
MICHIGAN

3

1. ENTRY HALL
2. STUDY
3. KITCHEN-DINETTE
4. RECREATION ROOM
5. FRONT ENTRANCE DETAIL



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5

Terence Ross Photo

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ANN ARBOR, MICHIGAN

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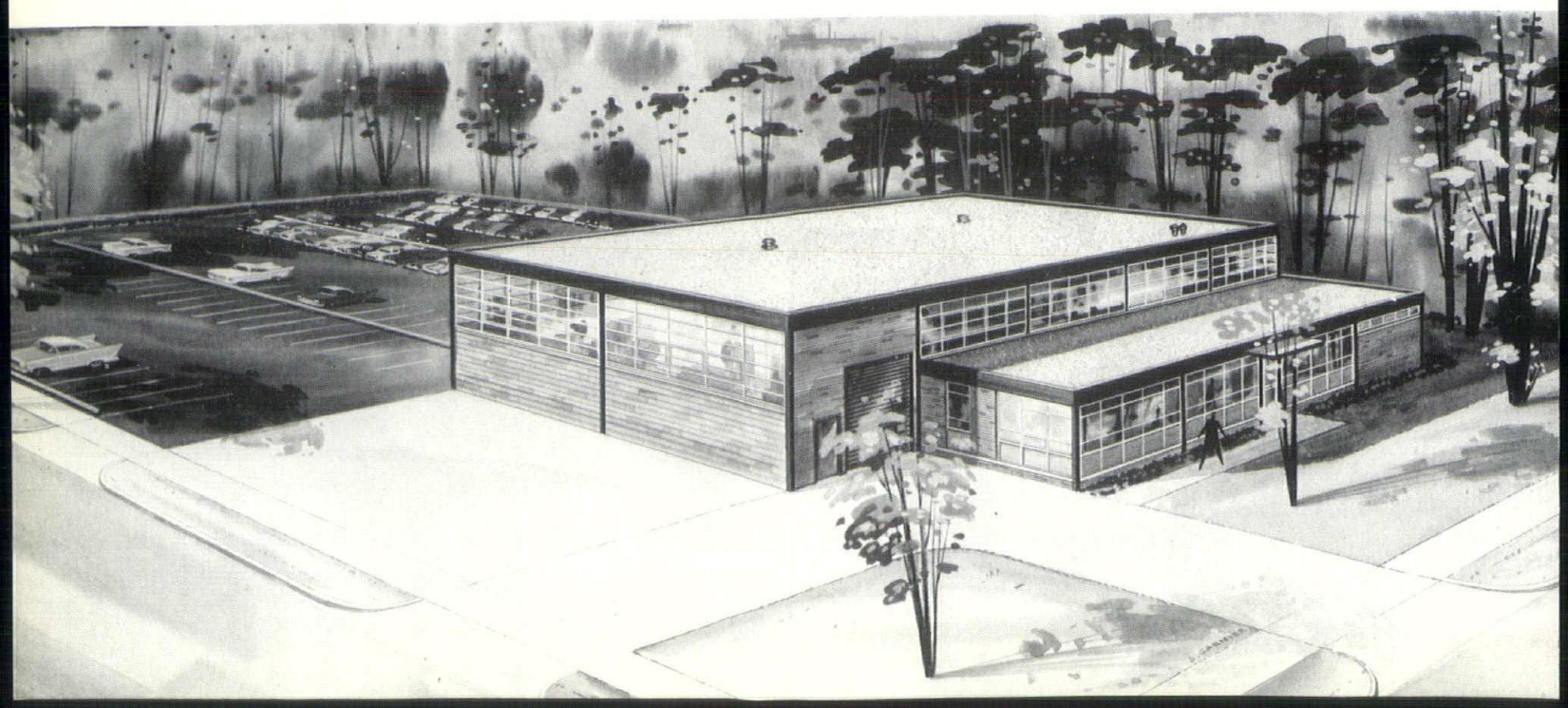

Saginaw Valley Chapter

ALDEN B. DOW, OF MIDLAND, MICHIGAN, will be advanced to the rank of Fellowship in The American Institute of Architects at its Centennial Convention scheduled in Washington, D. C., May 13-18, 1957. He is the only Michigan architect to be so honored this year.

Fellowship, the highest class of membership in the Institute, is bestowed on members who have notably contributed to the advancement of the profession of architecture in design, science of construction, by literature, education, service to the Institute, or by public service.

Alden Dow was born in Midland on April 10, 1904. He attended the University of Michigan, College of Architecture and Design, and later Columbia University, where he received the degree of bachelor of architecture. He traveled and studied in Europe, and he was also a student under Frank Lloyd Wright. Like Mr. Wright, he believes that a building should grow organically as plant life grows. He has experimented with new forms and new materials, and he considers not only the topographical characteristics of the land on which his buildings go, but also the needs of the occupants.

He has served as president of his chapter and the Michigan Society of Architects.

Mr. Dow became registered to practice architecture in Michigan in 1933, since which time he has become registered in a score of other states. He has won many architectural competitions, including the Diplome de Grand Prix for Residential Architecture in this country, given by the Paris International Exposition in 1937.

As an heir of the distinguished family owning the Dow Chemical Company, he is now a director of the company.

ALDEN B. DOW TO BE F.A.I.A.

Western Michigan Chapter

Western Michigan Chapter, A.I.A. met at Dines Terrace Room in Lansing on the evening of April 22 and attended a most interesting and informative presentation by Mr. Robert Mitchell, president of Mitchell Models of St. Joseph, Michigan, showing how architectural models are designed and constructed.

Mr. Mitchell's talk, entitled "Architectural Presentations," was illustrated with color slides of many recent and current projects of his studio. He suggested that architects could make effective use of slides in their presentations to clients and could thus attain "that desirable condition of becoming better salesman without seeming to be that at all."

With his very skillful photographic technique, Mr. Mitchell makes his models look amazingly realistic. Many of his slides pictured buildings of contemporary design located in all sections of the country. Several of his "models" featured contours of another nature. Scale models of the Lansing Capital City Airport by Louis C. Kingscott-Warren S. Holmes, Associated Architects and Engineers and the Consumers Power Company Service Center by Black & Black were also on display. Mr. Mitchell's talk, spiced with many witty remarks, was enthusiastically applauded.

At the business meeting, President Ian Ironside asked for comments on a suggestion that the architects in each Chapter city have a publicity representative to work with local officials and newspapers. Members present indicated approval of the idea.

Secretary Charles V. Opdyke made a formal presentation of Certificates of Corporate Membership to two of the three new members, Wesley W. Webb and Albert Jager, Jr., Carl Kohler being absent.

Chairman Karl Krauss, Jr. outlined the efforts of his TV Program Committee and the series of programs now under way on station WKAR-TV, Lansing in connection with the Centennial Celebration. Chapter members from different cities are participating each week and through panel discussions, talks, films and illustrations, describe the architect, his work and relation with the community and client. President Ironside thanked Mr. Krauss for his committee's excellent planning of the programs.

He also announced that the nine delegates to the National Convention in Washington, May 13-18 are as follows: Adrian N. Langius, Bryce McMillen, Elmer J. Manson, Roger Allen, Clark R. Ackley, George W. Sprau, Charles V. Opdyke, Richard G. Snyder and himself.

Several methods of further increasing Chapter income were discussed, following which a motion to gain additional revenue from Chapter dinners was approved.

Paul A. Hazelton spoke about the Chapter meeting planned for June 21 in Traverse City, saying there were many local attractions of interest to visitors, including a plant manufacturing rotor blades for helicopters. He assured all who plan to attend the outing that they would have an enjoyable time.

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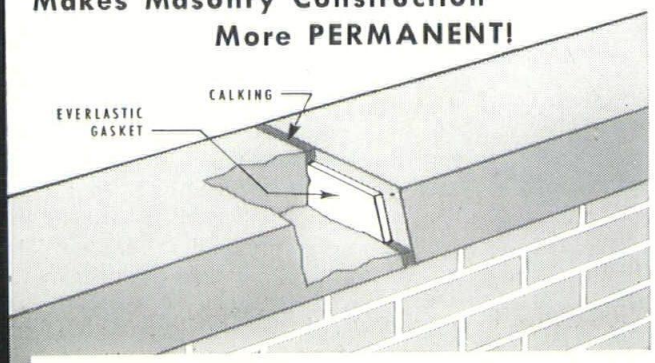

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AIA DETROIT CHAPTER

At its meeting on Friday, May 24, Detroit Chapter, A. I. A. will join with its three student chapters for the annual student awards, and a program that is believed to be of interest to students has been arranged.

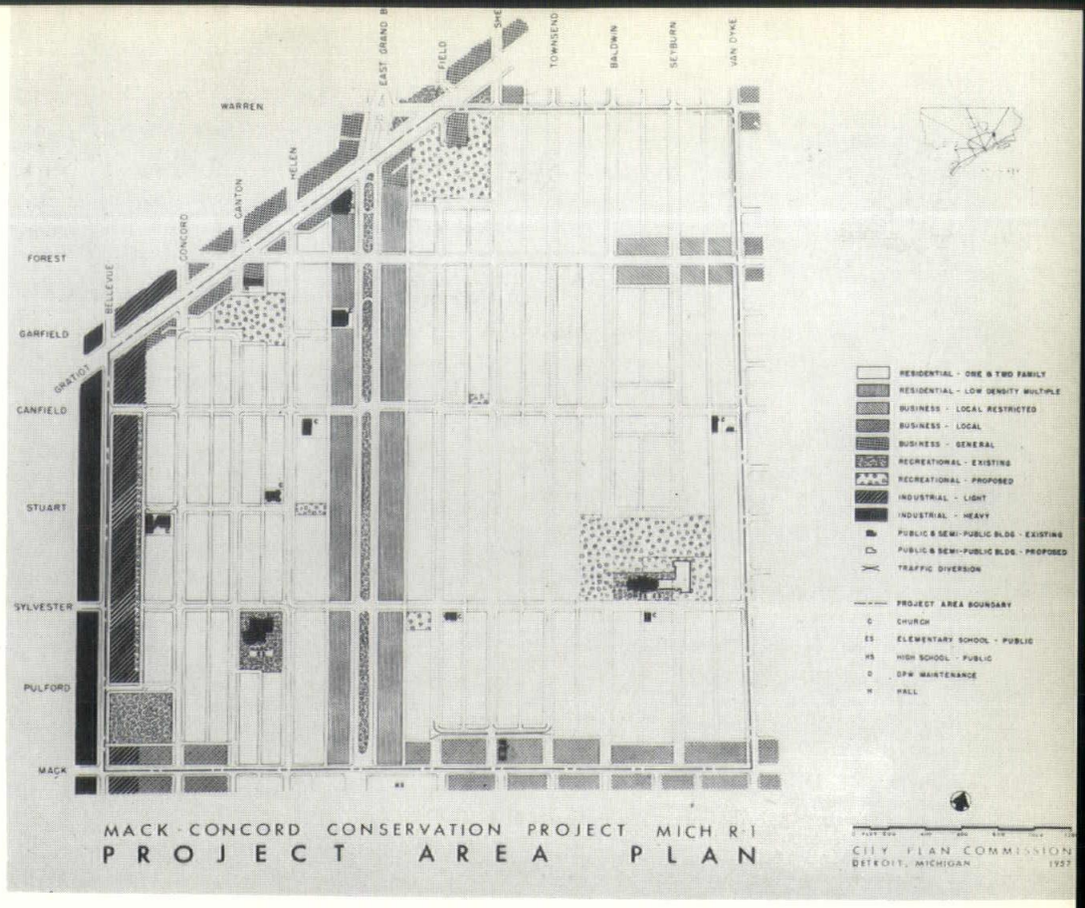
The meeting will be held at the Engineering Society of Detroit, with a reception and complimentary refreshments at 6:00 P. M., dinner at 6:30 ($3.25) and program at 8:00.

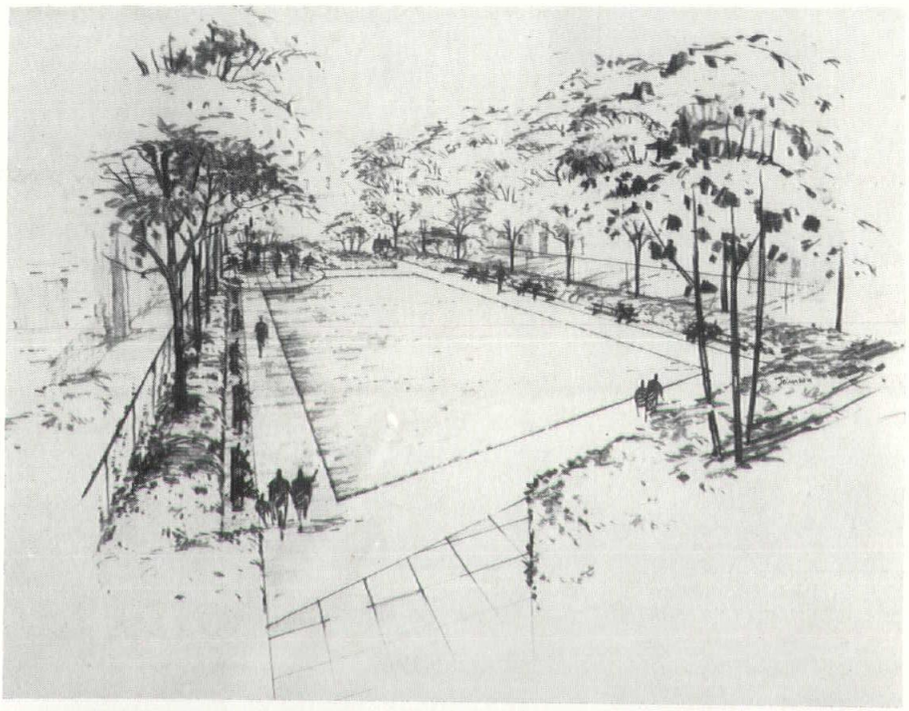
The speaker will be Mr. Maurice F. Parkins, Principal Planner of the Detroit City Plan Commission, and his subject will be "Neighborhood Conservation in Detroit."

The lecture, which will be illustrated by slides, should be of interest not only to students but to architects, their wives and friends.

Concerning the program in which the City Plan Commission is now engaged, Mr. Parkins says:

"Since 1953 Detroit has been planning the improvement of its middle-aged, deteriorating neighborhoods. The ten-year Master Plan of Neighborhood Conservation, prepared by the City Plan Commission and approved by the City administration, includes fifty-five of the 150 residential neighborhoods of the City.





"Based on a coordinated program of city planning, Federal assistance and active citizens' participation, the city will provide the needed public improvements in these areas while the residents of these neighborhoods will repair and renovate their own homes and grounds.

"The first neighborhood in which an active conservation program is already underway calls for changing the street pattern to discourage through traffic, addition to school facilities, construction of needed playgrounds and removal of dilapidated and other harmful structures, and other improvements. The total cost of such improvements amounts to approximately $3,500,000, two-thirds of which will be shared by the Federal Government.

"Five additional conservation projects are now in the planning stage."

Detroit Chapter Meeting Report

Detroit Chapter, A.I.A. met jointly with the American Institute of Decorators, Michigan Chapter at Detroit's Whittier Hotel on the evening of April 24, and heard Mr. Harry Anderson, Editor and Publisher of "Interior Design," official publication of A.I.D., speak on "The Architect and the Decorator—Ways to Develop Better Relations."

Mr. James P. Erdman, Past President of the A.I.D. State Chapter, opened the meeting and welcomed the architects and decorators and their guests. He stated that the meeting was an excellent opportunity to encourage earlier collaboration between the architects and decorators. Mr. Erdman then introduced Mrs. Belva Sanford of the Decorating Studios of The J. L. Hudson Company, new President of the A.I.D., Michigan Chapter.

The meeting was then turned over to Gerald G. Diehl, Detroit Chapter, A.I.A. President, who conducted a short business session, reporting on actions taken at the afternoon Chapter Board meeting. Mr. Diehl then presented the $500 check and Certificate of Award for the A.I.A. 4th Annual Journalism Competition to Mr. Frank Beckman of The Detroit Free Press.

Mr. Anderson emphasized the need for architects to consider the decorator as another of the many consultants who must serve on the complex projects of today. He said the decorator has a unique skill that can complement the architect's efforts, and he supported Mr. Erdman's plea for integration of the two at an early stage.

There was an interesting question-and-answer period following the talk.

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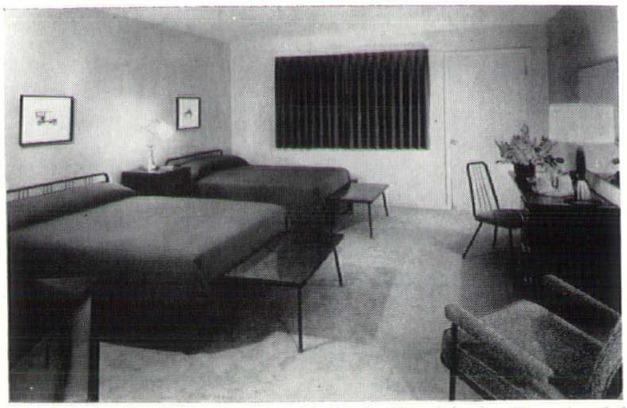

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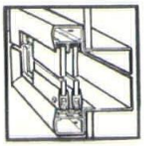

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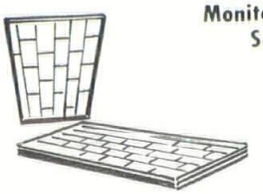

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Mecca of Design

Detroit's Architectural Progress Gains Worldwide Attention

By FRANK BECKMAN
Free Press Staff Writer

Mr. Beckman (Right) is presented check and certificate, at Detroit Chapter's April 24 meeting, by Chapter President Gerald G. Diehl.

The following article, from the Detroit Free Press of March 11, 1956, won First Prize of $500, in the Newspaper Category, in The American Institute of Architects Fourth Annual Journalism Awards Competition.

The sweeping tide of industrialism has made Detroit the undisputed automobile center of the world.

That is something everyone knows.

But industrialism has also made Detroit a foremost center in another field—architecture.

Detroit has become to many architects what Mecca was to Mohammed — a sacred city.

The aspiring architect hears the advice: "Go to Detroit, young man."

It is advice with good foundation. For few cities offer opportunities to the architect as does the Motor City.

To Detroit Thursday and Friday will come some 800 architects for a convention of the Michigan Society of Architects in the Statler Hotel.

They will probably talk about flat-slab cantilever construction and new adaptations for plastics and aluminum.

It will be a gathering of many of architecture's outstanding personalities.

The story of Detroit's role in architecture is one of acclaimed personages and organizations.

Names flow steadily from the tongue: Giffels and Vallet, Inc., L. Rossetti (GVR); Smith, Hinchman and Grylls, Inc.; Eero Saarinen and Associates; Albert Kahn; Minoru Yamasaki; Harley, Ellington and Day.

Why does Detroit command a summit position in architecture? Why does Detroit measure its architectural work in billions of dollars? Why do the works of Detroit architects appear throughout the world?

Robert F. Hastings, vice president of Smith, Hinchman and Grylls, gives an answer which has one word, four wheels and an internal combustion engine—the automobile.

"As the auto industry grew," Hastings says, "it became obvious that high-production facilities were needed.

"The auto industry was a gathering of scores of different skills producing one product. And in Detroit architecture and engineering were combined to understand the auto industry's different skills."

Hastings calls attention to Detroit's leadership in joining architecture and engineering under the banner of individual companies.

"Because of these skills centered in our profession in Detroit," he says, "we are able to provide the answers to industry."

Hastings continues:

"Auto companies have trouble finding firms elsewhere which can handle 15 or 20-million-dollar jobs. But we in Detroit are equipped for projects of this magnitude.

"New York is perhaps better known for the unique, daring design of its architects.

"Los Angeles is gaining that reputation in the West. But Detroit has developed outstanding design as it pertains to industry.

"We still believe we have more design ability per square foot than do the New York architects."

Whenever anyone mentions the General Motors Technical Center in Warren Township, Hastings' eyes light up and a prideful smile creases his face.

The elegant research center, considered an architectural monument, was the product of the joint efforts of Saarinen and S. H. & G.

Hastings also points out that his firm designed Detroit's three tallest structures, the Penobscot, Guardian and Buhl buildings.

It is said that the transition of steel from merely strengthening to carrying the loads of walls and floors at each story was the most momentous step in the history of architecture since the days of Rome.

Detroit architecture can say that its most momentous strides began in 1880

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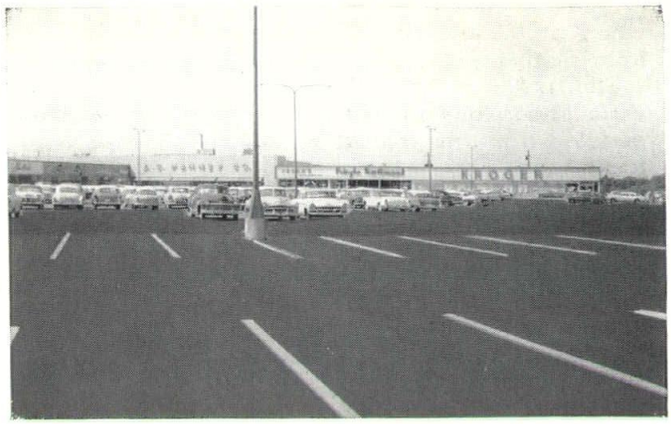

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when a young immigrant boy arrived from Germany.

That boy was Albert Kahn.

His father, failing to obtain a synagog, peddled fruit. His mother worked in a restaurant.

And young Albert started his architectural career as an office boy for George D. Mason.

Kahn, who died in 1942 at 73, became recognized as the greatest industrial architect of the industrial age.

Kahn was an apostle of sunlight. He didn't think much of windowless factories.

"Architecture is the art of building—adding to the mere structural elements distinction and beauty," Kahn once said.

"More buildings suffer from too much ornament than too little. The mere clothing of the skelton of an airplane makes a thing of beauty. So with buildings."

Albert Kahn buildings stand on five continents and it has been said that one can open an atlas at random and always find a Kahn-built plant.

During World War I he designed virtually all the Army air fields, as well as numerous Naval bases, cantonments and other buildings for the nation's armed forces.

The work of his firm for the auto industry has been prodigious.

In 1903 Packard gave Kahn his first commission to build a factory. And Kahn broke away from tradition by building factories that combined beauty with utility.

Using reinforced concrete frame and steel sash, he produced for Packard the first factory of its kind in America and introduced a new form of industrial architecture to the world.

Nor were all his achievements in the industrial field. His architectural genius is seen in the General Motors Building, Fisher Building, National Bank Building and many others.

Raymond Francis Giffels and Victor Emil Vallet were two men who got their early training in the offices of the renowned Kahn.

Together they left to form their own firm in 1925, picking up small tedious jobs which no one else seemed to want.

Much of the work was for the Ford Motor Co. And it was Ford which provided them with a spare employee who had been laid off, Louis Rossetti.

The firm had grown to 200 persons when the depression struck. By the end of 1933 the group had shrunk to its few principles.

Now GVR is known as the firm with the "$5,000,000,000 brains." That is how much work it has already designed.

GVR is different from the big New York firms that employ engineering consultants in various fields. GVR is composed of engineers as well as architects, each with its own full-time staff of specialists.

GVR, with its 1,100 employes, is a firm which can smooth out the most perplexing architectural and engineering problems, that has trouble getting a reasonable name.

The name, L. Rossetti, seems to dangle at the end. There is a logical explanation to those who can't seem to comprehend the firm's title.

GVR is a partnership betewen a corporation and an individual. And the law in many states restricts the practice of architecture by corporations.

Giffels and Vallet, the engineers, keep telling Rossetti, the architect, that his bunch are nothing more than eccentric beauticians who spruce up non-functional outside shells or walls around the important things inside.

And Rossetti retorts that engineers are dull creatures who, without the sage guidance of architects, would pile steel and machines into dreary, boxlike buildings.

Each of the three has his own quirks and idiosyncracies.

Vallet, a Hoosier who was trained for engineering at the University of Colorado, is the prototype worrier — even when the firm is clicking on all cylinders.

Quick, alert with a keen sense of humor, he handles the many details hurled his way with the ease of a major leaguer fielding an easy ground ball.

Giffels, a farm boy who went to Michigan State University, is Vallet's opposite in many ways. Here you find an easy-going, gregarious type who enjoys a good prank.

On a recent visit to Paris, the G of GVR put his draftsmanship to work in altering the lettering on a postcard. The Eiffel Tower became the Giffels Tower.

Rossetti is the practical dreamer, charming and good-humored.

Born in Paris of an Italian father and German mother (How's that for a combination? he asks), Rossetti studied the Beauty-Arts (classical) concept of architecture at the University of Berlin and Rome.

Describing himself as "quite a modernist," Rossetti says he vowed when he got out of school to "try to forget everything I learned."

"At that time the revolutionary concept was afoot in the art concepts and I fell very much in love with the new style," the 60-year-old Rossetti confesses.

Rossetti's office is identified by a sign which reads: "Bat Roost." His explanation: "That's because an architect has to be half batty."

The GVR firm is often called upon when the Atomic Energy Commission wants some immense project done. It has completed millions upon millions of dollars of work for such industries as steel, rubber, plastics, aluminum and chemicals.

Vallet insists that at least one of every 10 jobs should be a school, church, hospital, public building or other non-industrial project.

Eero Saarinen and Associates is characterized by the variety of its undertakings, ranging from the GM Technical Center to a bank for a small town in Indiana.

For the most part, its work has been for colleges and universities. This has involved the masterplanning of campuses as well as the designing of many different campus buildings.

Architecturally, the firm sticks steadfastly to design based on modern technology and has been responsible for many innovations in materials and building techniques.

It also believes each problem deserves a unique and individual solution. For this reason, its office has been kept moderate in size so Saarinen and his associates can be personally involved in every job.

The company, organized under its present name in 1950, is an outgrowth of the firm of Eliel and Eero Saarinen, founded in 1937.

The late Finnish-born Eliel Saarinen presented the world with architectural masterpieces which brought him widespread fame. And this genius was handed down from father to son.

Eero Saarinen is the architectural consultant for Detroit's Civic Center.

He designed the 590-foot arch over the Mississippi River to mark St. Louis at the "Gateway to the West."

He has masterminded the three-million-dollar United States Embassy building to be erected in London's Grosvenor Square.

In Minoru Yamasaki, the imaginative Japanese-American architect, Detroit has a man whose brilliance has taken on international luster.

Soft-spoken in the manner of Rossetti, the Seattle-born Yamasaki has a credo about architecture which sums up his approach.

"The greatest architecture," he says, "is full of the unexpected."

True to the Oriental tradition, Yamasaki lays great emphasis in the harmonious union of nature and the building.

He is an architect with the botanist's love of colorful gardens and his artistic soul is soothed by the sight of a water-filled pool.

A visit to a Yamasaki-designed house is not easily forgotten.

You pass a garden wall and discover a reflecting pool. Indoors seems like outdoors as the skylight lets in the day. And inside is a garden, warmed by the sun.

Yamasaki, 44, is a member of the firm of Yamasaki, Leinweber & Associates. He has gained wide recognition for his work on Detroit's Federal Reserve Building, the Grosse Pointe University School and an unusual airport terminal building just opened in St. Louis.

He also is the architect for the proposed United States consulate building in Kobe, Japan.

"My idea of the building," he says, "is one embodying dignity, friendliness and courtesy.

"Dignity because it represents the United States Government, friendliness because we are on friendly terms with Japan, and courtesy because, as guests in the Japanese house, so to speak, we owe them some deference to their architectural customs."

Photos by William E. Bradley

Women's Architectural League

Members of the Women's Architectural League of Detroit are shown as they met to have tea and formulate plans for the forthcoming Apple Blossom Luncheon, Conversation and Card Party to be held at the Women's City Club, Detroit, at 12:30 on Tuesday, May 21st. Magnificent door prizes will be given away and a photographer will be on hand to take pictures of those at the party

Above, left to right: Mrs. Frederick William Fuger, Mrs. Amedeo Leone, Mrs. David Hampson Williams, Jr., Mrs. Edwin Francis Noth, Mrs. Ernest James Dellar, Mrs. Hurless Edward Bankes, Mrs. Alfred Mitschke, Mrs. Frederick John Schoettley; seated: Mrs. Talmage Coates Hughes

Across page, above, left to right: Mrs. Stephen Spencer Page, Mrs. Frederick Gordon Stickel, Mrs. Joseph William Leinweber, Mrs. Gustave Muth, Mrs. L. Robert Blakeslee, Mrs. LaVern James Nelsen, Mrs. Arthur Knox Hyde, Mrs. Jean Hebrard, Mrs. Yoshizo Machida; seated: Mrs. Clair William Ditchy

Right: Mrs. Suren Pilafian cheerily pours for the new officers of the League, elected at the Membership Tea held at the Women's City Club on April 16th. They are, left to right, Mrs. Stephen Spencer Page, secretary; Mrs. Arthur Knox Hyde, treasurer; Mrs. Ernest James Dellar, president; and Mrs. Frederick John Schoettley, vice president

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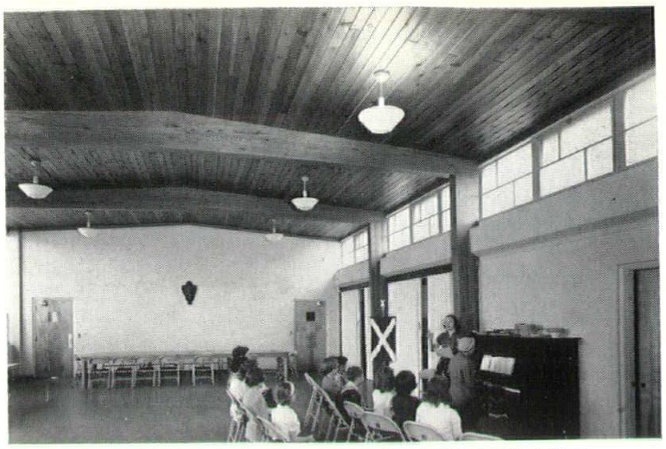

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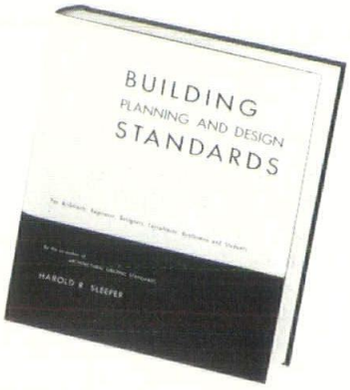

MSA

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Future Meetings

MSA BOARD, 1957

Tuesday, May 21 — Harmonie Club, Detroit

June — No Meeting

Wednesday, July 10 — 120 Madison Ave., Detroit

Friday, August 9 — Grand Hotel, Mackinac Island

Monday, Sept. 23 — With Western Michigan Chapter, Kalamazoo

Wednesday, Oct. 16 — With Detroit Chapter

Tuesday, Nov. 12 — With Saginaw Valley Chapter

Thursday, Dec. 12 — Detroit

WESTERN MICHIGAN CHAPTER DINNER MEETINGS, 1957

Monday, May 27 — Grand Rapids

Friday, June 21 — Outing, Traverse City

July and August — No Meetings

Monday, Sept. 23 — With MSA Board, Kalamazoo

Monday, Oct. 21 — Election, Honor Awards, Battle Creek

Monday, Nov. 25 — Ladies' Night, Lansing

Monday, Dec. 18 — Grand Rapids

DETROIT CHAPTER DINNER MEETING, 1957

All meetings at the Rackham Bldg., Detroit, unless otherwise noted. Board meetings 4 P.M. on the same days. Reception 6 P.M., Dinner 6:30, Program 8.

Friday, May 24 — Joint Meeting with student chapters

To a Long and Distinguished Career

Paul and Daisy Marshall at the Producers' Council Christmas Party at the Detroit Yacht Club December 7, 1956.

On April 1, 1957, Paul R. Marshall retired as Detroit representative of the Aluminum Company of America, after 28 years of service.

As everyone knows, Paul has long been one of the best friends the architectural profession has ever had. He is the type of salesman who specializes in service—always there when you need him, but never bothers you when you don't.

But here we wish to recognize his contributions to the building industry as a whole. The Michigan Building Industry Banquet, closing event of the Michigan Society of Architects annual convention, originated with Paul fifteen years ago, and he has been its chairman ever since. The event has become the most important gathering of architects and others in the building industry annually, and it regularly attracts a capacity attendance of more than 1,100 at Detroit's Hotel Statler.

All who know Paul Marshall will know the truth of these words and will want to unite in expressing their appreciation and affection for him in enduring terms.

Paul was one of the founders of the Michigan Chapter of the Producers' Council, and he served as its president. He also served as vice president of the Builders and Traders Exchange of Detroit and chairman of its entertainment committee.

On March 11, 1955, the Exchange honored him with a citation, "For his noteworthy service to the Exchange, specifically: Chairman of the Michigan Building Industry Banquet Committee ever since he, by his own efforts, formed it in 1937."

And it was in 1937 that the Monthly Bulletin of the Michigan Society of Architects had the following to say about PRM:

"Paul, who has become an important adjunct to any architect's meeting hereabout, doesn't strive to be clever but he invariably is. He says the banquet will be a sell-out, which indicates his good salesmanship. However, he is so good for his company that it has decided to pay him a commission on what he doesn't sell. Without even trying, he has so increased the use of aluminum that the company is unable to cope with the situation.

"So, he goes out with instructions to make friends but not to sell any more than he has to."

On April 1, 1954, Paul was honored by his many friends on the occasion of his 25th year with ALCOA. Detroit Chapter of The American Institute of Architects sent a telegram as follows:

ADMIRAL PAUL R. MARSHALL SS ALCOA DETROIT CHAPTER AIA CONGRATULATES YOU ON A JOB WELL DONE WELCOMES YOU IN JOINING OUR MOTHBALL FLEET WE OFFER YOU FREE DOCKAGE WILL CHARGE ONLY CORKAGE.

Paul Robeson Marshall was born in Penn Township, Allegheny County, Pennsylvania on March 4, 1892. He married Eleanor Ruth (Daisy) Toogood on March 2, 1918, and they have three sons, Robert, Paul and Rex.

Prior to his connection with ALCOA, he was with Westinghouse Electric Corporation in Shadyside, Pa., where he did pioneer work on the electric auto starter, and on the first marine turbine that Westinghouse ever built. There he was with Charles E. Wilson, who was then an apprentice electrical engineer at Westinghouse.

Paul came to Detroit on April 1, 1929, and his first assignment with ALCOA was to promote the use of aluminum shingles. His first architectural project was a batten-seam roof on the Grand Trunk railway station at Ferndale, Mich. He then expanded his activities to include the promotion of the general use of architectural aluminum.

For two years, Paul was a member of the Exiles Club, a group of sales executives drafted to expedite the procurement of materials for plants being built for the U. S. Government. He traveled the U. S. and supervised the delivery and installation of 30 million pounds of silver bus bars—to save aluminum.

Recently, together with his three sons, he formed the Aluminum Supply Company, of Detroit.

Our best wishes for continued health, happiness and success!

MSA
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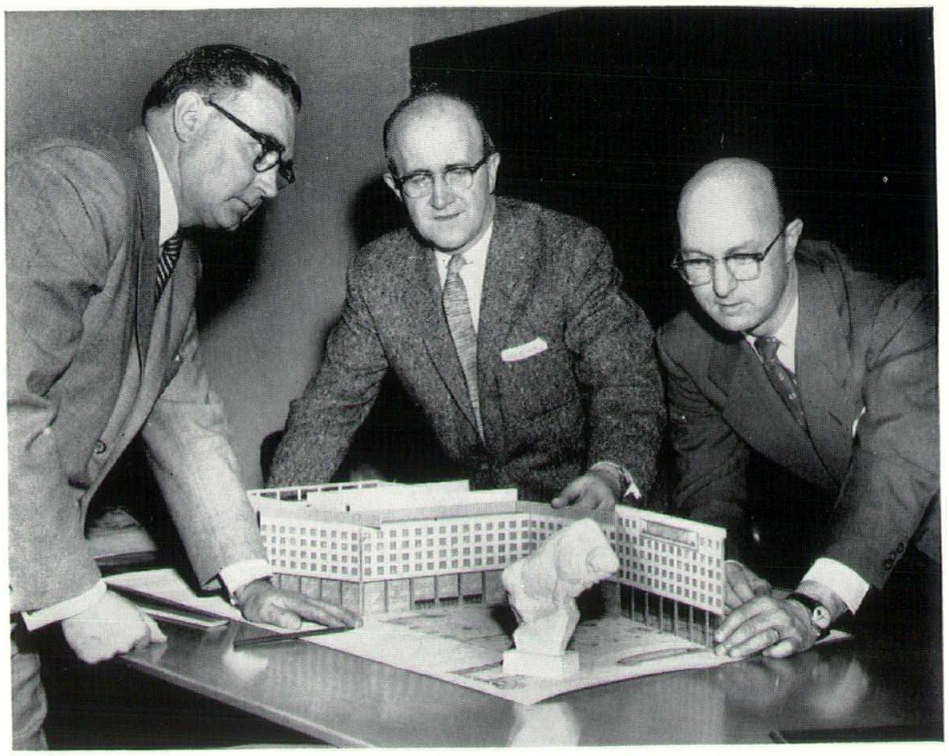

Shown conferring on plans for landscaping at the new State Department Building in Washington, D. C. are (L. to R.) Edward H. Laird, landscape architect; Malcolm R. Stirton, A.I.A., and M. Fred Bennett, A.I.A., designers of the project for Harley, Ellington & Day, Inc., Architects and Engineers.

HARLEY, ELLINGTON & DAY, INC., ARCHITECTS AND ENGINEERS of Detroit, announced the appointment of Wilcox and Laird, Birmingham, as landscape architects, and Marshall Fredericks, Royal Oak sculptor to do statuary for the new U. S. State Dept. Bldg.

Edward H. Laird Fellow, American Society of Landscape Architects, states that preliminary studies by the Birmingham firm for the main entrance, a huge interior court adjacent to the "Delegates' Lounge" and a conference room for international sessions, and the court serving an employees' cafeteria already have been approved by the Fine Arts Commission of Washington.

The plans call for a multi-colored granite floor extending from the main entrance through the large courts, which would feature large evergreen and flowering trees, planting boxes of flowers and greenery and a free-form pool and fountain.

Arthur Messing, A.I.A. project coordinator for Harley, Ellington & Day, noted that most of the landscape work will be in interior courts. The several courts will bring an exterior pleasant exposure to most of the 3,500 individual offices in the huge structure and will provide a garden atmosphere for official and employee visitors.

The landscape effect on the exterior approaches will be dramatic masses to blend the massive structure into the park feeling. Statuary proposed by Fredericks includes a composition to depict man's spiritual consciences of the expanding world, this is to be located in the main court garden.

Wilcox and Laird have been landscape architects for many boards of education, public office buildings, industrial plants and public housing projects in the Detroit region. At present they are consulting landscape architects on the 330-acre Oakland County Service Center currently being developed at Pontiac, Michigan.

FREDERICK G. STICKEL, A.I.A., of 377 McKinley Road, Grosse Pointe Farms, formerly with the Detroit office of Victor Gruen & Associates, Architects, has joined the firm of Eero Saarinen & Associates, Architects, of Bloomfield Hills, Michigan, as project manager.

A native Detroiter, Stickel is an architectural graduate of the University of Illinois. He was registered to practice architecture in Michigan in 1951, and he became a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects in 1952.

Prior to his engagement with the Gruen office, he was employed by Smith, Hinchman & Grylls, Inc., Architects and Engineers.

ARCHITECT, RICHARD B. FERNBACH, A.I.A., has been named Chairman of the Executive Committee of the Detroit Metropolitan Area Regional Planning Commission. Now City Planner for Highland Park, Fernbach was formerly with the Detroit City Plan Commission.

Michigan Items

LYNN W. FRY, A.I.A., supervising architect for the University of Michigan, was elected president of the Association of University Architects at its second annual meeting at the University of California, in Berkeley, April 3-5.

Winston A. Close, advisory architect, University of Minnesota, was elected vice president, and E. P. Bardwell coordinating architect, University of Indiana, secretary-treasurer.

The association is composed of architects who are engaged as consultants for 12 leading universities in coordinating their building programs as owners' representatives.

THE MICHIGAN STATE BOARD OF REGISTRATION FOR ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS announces the following were registered as Architects-in-Training on March 8, 1957:

Hideo H. Fujii, 19512 Northrop; Mart Merivalja, 17317 Birwood; Avner Naggar, 17331 Pennington Drive; Richard W. Peters, 15786 Cruse; William S. Quinlan, 17224 Sioux; Samuel Redstone, 19303 Appoline, all of Detroit.

Morris N. Finisy, 127 W. Hoover St.; Lyndoh Welch, 2220 Glendaloch Road; James D. Wheat, 2126 Woodside Road, all of Ann Arbor.

Henry G. Becker, 1914 Morgan St. and Thomas H. Schmidt, 408 S. Jefferson, both of Saginaw.

Charles R. Hornbach, 440 Ethel Ave., S. E. and Earl A. Van Allsburg, 2149 Homestead Drive, N. W., both of Grand Rapids.

Robert J. Baughman, Sr., 17099 Arlington, Allen Park; Robert D. Champlin, 30475 Hathaway, Livonia; Robert J. Domke, 22972 Gary Lane, St. Clair Shores; J. Lauran Ketchmar, 1135 Ranfield Lane, Flint; Bradley Ray Storrer, 22148 Michigan Ave., Dearborn; Samuel U. Vail, 330 N. Marshall St., Marshall, Michigan.

MICHIGAN ARCHITECTURAL FOUNDATION, a Michigan non-profit organization, has been formed and incorporated under the laws of Michigan.

Arthur K. Hyde, of Harley, Ellington & Day, Inc., Architects and Engineers, is President; Suren Pilafian, A.I.A. is vice president, and Talmage C. Hughes, secretary-treasurer. Directors are architects L. Robert Blakeslee, Paul B. Brown, Gerald G. Diehl and Ralph W. Hammett.

Purposes of the Foundation are "to receive and expend gifts, legacies and bequests for the education of students of architecture, for development of the art of architecture and to educate the public in the appreciation of architecture and in general to encourage the study of architectural problems and to do any and all things necessary or proper to carry out the purposes above set forth, provided, however, that no part of the funds shall inure to the benefit of any private shareholder or individual and no substantial part of the activities of this corporation shall be the carrying on of propaganda or otherwise attempting to influence legislation and said corporation shall at no time intervene in any political campaign."

CLIFFORD N. WRIGHT, A.I.A., chairman of the residential committee of the Detroit Chapter, American Institute of Architects has just completed a survey of A.I.A. members in the Detroit area to determine how many are now serving the residential field by furnishing architectural services on custom-built houses or development houses, and how many of those not now so engaged would be interested in doing so, and on what type of residences.

Also in his communication to members Wright asked the question, "would you be interested in a booth at the Home Show?"

Of 76 architects replying to the questionaire, 52 stated that they are now rendering architectural services on residential work, and five others stated that they would be interested in performing such services.

The 52 stated that they are designing custom houses and 16 of them are also engaged on development homes.

The question as to what type of residential work members would prefer was answered by 58 as custom and 38 as development.

Forty-four members believe a booth at the Home Show would be desirable.

Purpose of the survey, Wright states, is to provide information for a joint committee of architects and home builders in an effort to arrive at a basis for architects to serve the residential field, and particularly with regard to the small house.

A joint national committee of architects and home builders has been working on this problem for several years, Wright says, but he adds that no definite plan has been arrived at.

"The sum total of the national committee's deliberations, "Wright concluded, "seems to be that working bases should be first worked out at local levels, and from these there may come a national policy."

For some years, Wright's practice has consisted largely of residential work, and he is one of the few architects who has been able to fit it into a general practice of larger buildings in the commercial and industrial fields.

He has been architect on many of the idea homes for the Builders Association of Metropolitan Detroit, and in 1955 he designed House and Gardens House of Ideas.

ARCHITECT SUREN PILAFIAN, A.I.A. has moved his offices from 153 E. Elizabeth St. to 457 West Fort Street, Detroit, which latter is known as the Cass Building. The telephone number remains the same—WO. 1-1540.

Pilafian became registered to practice architecture in Michigan in 1938, since when he has been in his own practice here. He has won many national and international architectural competitions, including the campus plan for Wayne University, now Wayne State University, where he has since designed many important buildings. His wife Grace is associated with him as color stylist and interior designer.

He is a member of the Michigan Society of Architects and The American Institute of Architects, immediate past president of the Institute's Detroit Chapter.

AT THE RECENT CONFERENCE OF THE GREAT LAKES DISTRICT OF THE AMERICAN INSTITUTE OF ARCHITECTS, held in Louisville, Ky., it was announced that seven Michigan Architects had been appointed to Institute national committees, and automatically become chairmen of the respective committees at the regional level. Those appointed and their committees are as follows:

Ralph W. Hammett, Historic Buildings; Kenneth C. Black, joint A.I.A.-A.S.C.E.; Alden B. Dow, Community Planning; Kenneth C. Welch, Home Building Industry; John K. Cross, Insurance Clauses; Elmer J. Manson, Public Relations, and Linn Smith, Regional Judiciary.

The Great Lakes District of the A.I.A. includes Michigan, Ohio, Indiana and Kentucky.

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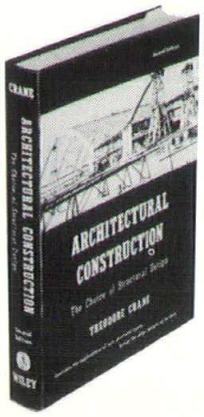

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TWENTY-NINE MEMBERS OF THE DETROIT CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS will attend the Centennial Convention of The American Institute of Architects, scheduled at the Shoreham Hotel in Washington, D. C., May 13-18, it is announced by Gerald G. Diehl, Chapter president.

Those attending will be Henry J. Abrams, Werner B. Anderson, A. Arnold Agree, Kenneth C. Black, L. Robert Blakeslee, Julian R. Cowin, John K. Cross, George F. Diehl, Gerald G. Diehl, Clair W. Ditchy, Herman Gold, Ralph W. Hammett, Alvin E. Harley, James B. Hughes, Talmage C. Hughes, Arthur K. Hyde, Owen A. Luckenbach, Earl G. Meyer, James B. Morison, Gustave Muth, Louis G. Redstone, J. Leonard Rush, Eero Saarinen, Linn Smith, Malcolm R. Stirton, Howell Taylor, Charles M. Valentine, Frank H. Wright and Vernon L. Wheeler.

Morison will be a delegate from the Michigan Society of Architects, of which he is president.

THE THIRD ANNUAL CONFERENCE OF SCHOOL PLANT PLANNING will be held at the Brody Dormitory on the campus of Michigan State University in East Lansing on Friday, July 12, 1957.

The Conference is sponsored by the University, the State Department of Public Instruction, Michigan School Boards Association, the Michigan Association of School Administrators, and the Michigan Society of Architects.

Speakers will be Dr. Walter Cocking, editor of the School Executive, and Roger Allen, F.A.I.A., of Grand Rapids.

There will be clinic sessions allowing everyone to participate in discussions on School Plant Planning, Finance, and Administrative Organization.

Invitations are being extended to architects, educators, school board members and others interested.

Conference coordinator is Dr. Floyd Parker, Room 7, Morrill Hall, Michigan State University, East Lansing, Michigan.

LESTER FADER, A.I.A., member of the firm of Krebs and Fader, Architects, of Highland Park, won the top award in the recent Michigan Artists-Craftsmen Show at The Detroit Institute of Arts.

The award, which was the Grand Prize of the entire Show, is known as the Founders Society Purchase Prize, and was purchased by The Detroit Institute of Arts to add to its permanent collection and remain on exhibition.

Fader's work consisted of silver candelabra ,two gold bracelets and a pair of silver cuff links.

This is the second time this year that architects have shown their versatility by exhibiting in shows of the allied arts. During February the Detroit Artists Market held an exhibition of pictures by architects and their personnel.

SWANSON ASSOCIATES, INC., ARCHITECTS, of Bloomfield Hills, announces the addition to its staff of Floyd H. Heineman, as head of field construction supervision.

Heineman, founder of Heineman-Lovett Company, of Detroit, severed his connection with that company in 1942. Later he was with the Argonaut Realty Division of General Motors Corporation, as project coordinator. From 1954 through 1957, he was assistant plant engineer for General Motors Technical Center, in Warren, Michigan.

JOHN R. VALENTINE, A.I.A., of 105 N. Tenth Ave., Morehead City, N. C., has become a non-resident member of the Michigan Society of Architects.

Valentine, a member of the North Carolina Chapter, American Institute of Architects, has been in his own practice in North Carolina since 1950.

He is a brother of Charles M. Valentine, A.I.A., of St. Clair, Michigan, a member of the Detroit Chapter, A.I.A.

Letter

BULLETIN:

The special copy of the April AIA Bulletin has given me much pleasure. Your man Bradley is indeed an accomplished photographer.

Our friends, pictured all around us, cause this issue to take on an aura of importance, what with Mr. Harlan, and Prof. Emil Lorch—who is kin to my husband—having been honored that evening.

Perusal of the Bulletin is always enjoyable.

My husband joins me in saying thanks to you.—BERNICE ALEXANDRA BROOCK (Mrs. Harold); Bloomfield Hills, Michigan.

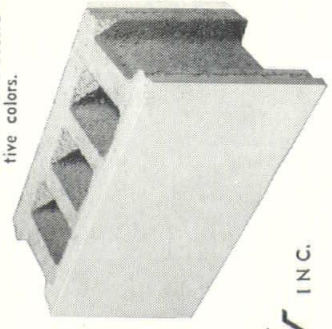
DETROIT CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS has elected the following associate members:

JOHN F. JONES, 23706 Donald Ave., East Detroit, an alumnus of the School of Architecture at Lawrence Institute of Technology, now employed as a draftsman in the office of Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects.

WILLIAM P. LINN, 3302 Starr Road, Royal Oak, a graduate of Detroit Institute of Technology, at present in charge of architecture and construction with the Chrysler jet engine plant.

FLOYD H. HEINEMAN, 2659 Bembridge, Royal Oak, formerly of Heineman & Lovett Co., of Detroit, now chief field superintendent with the Swanson office.

(Continued on Page 49)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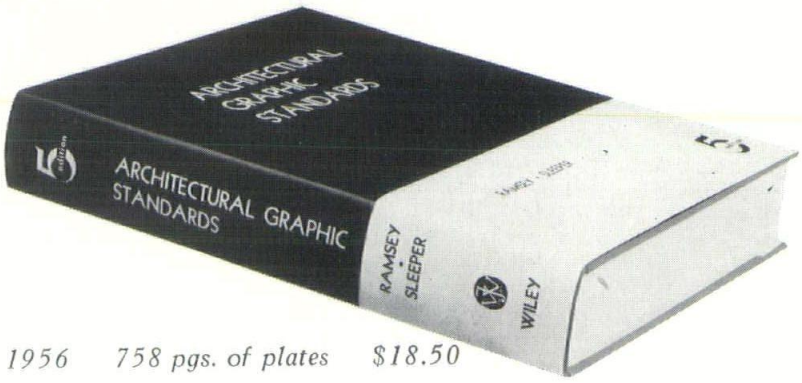

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DAVID E. FREYUS, 885 Grosse Pointe Court, Grosse Pointe, Mich., who received his bachelor of architectural engineering from the University of Detroit in 1951, and is at present a job captain and draftsman with Eberle M. Smith Associates, Inc., Architects and Engineers.

ATLEE L. GRILLOT, of 1810 Oneida Place, Ann Arbor, a 1945 graduate of Ohio State University, employed as a draftsman with Paul Kasurin, Architect, Ann Arbor.

WILLIAM F. HAMILL, JR., 24805 Powers Road, Farmington, educated at Lincoln High School, Ferndale and River Rouge Veterans Institute, now a job captain and supervisor in the Bloomfield Hills office of Swanson Associates, Inc., Architects.

HUBERT W. GROTH, 22825 Avalon, St. Clair Shores, who received his bachelor of architectural engineering degree from the University of Detroit in 1951, and is now a job captain in the office of Eberle M. Smith Associates, Inc., Architects and Engineers.

THOMAS C. SEBOLD, 1545 Stanley Blvd., Birmingham, educated at Cass Technical High School and now employed as project coordinator with Ralph R. Calder, Architect, of Detroit.

VICTOR R. CRAMER, 9315 Ohio St., Detroit, who graduated from the Lawrence Institute of Technology with the degree of bachelor of science in architectural engineering in 1951, and bachelor of science in civil engineering in 1952.

He is now employed by the Detroit City Plan Commission.

ALFRED J. GITTLEMAN, 24449 Rensselaer, Oak Park, Mich., a 1954 graduate from the College of Architecture and Design, University of Michigan, now engaged as an architectural draftsman in the office of Louis G. Redstone, A.I.A., Architect, Allan G. Agree, A.I.A., Associate Architect.

WILLIAM KU, 1936 Yosemite, Birmingham, Mich., a native of Shanghai, China, where he received his early education. He also received master's degres from Washington University and Massachusetts Institute of Technology.

JOSEPH R. THIMM, 8432 E. Jefferson Ave., Detroit, an alumnus of the University of Detroit, now employed as a junior draftsman with Harley, Ellington & Day, Inc., Architects and Engineers.

GLENN DURHAM, 308 Catalpa Drive, Royal Oak, a 1922 graduate of Eastern High School, in Detroit, now a draftsman and checker with the office of Swanson Associates, Inc., Architects, of Bloomfield Hills, Michigan.

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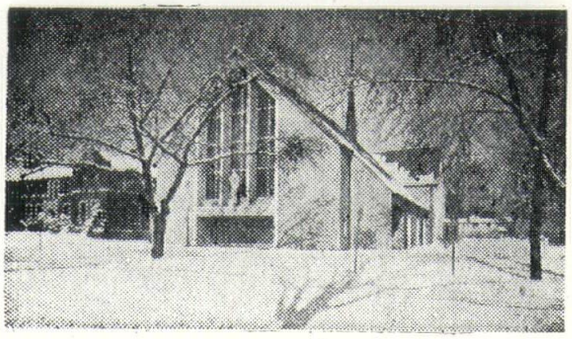

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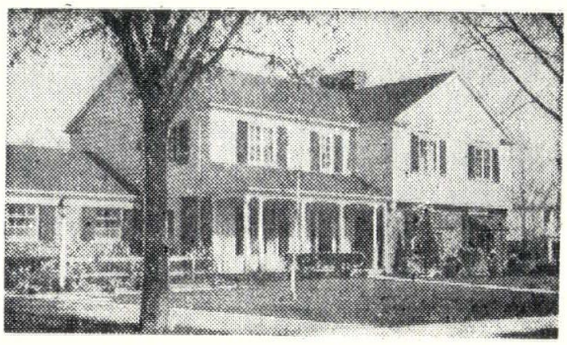

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2. Architect Suren Pilafian and his wife, Grace, describe the planning of modern college buildings that are suited to the site and the faculty and students who will use them. Examples are mainly from Wayne State University.
3. Elmer J. Manson, Lansing architect, and Edward Anthony, art educator, show how basic art principles are used in the teaching of students and in the design of buildings, with particular emphasis on elementary school design.
4. Edward B. Elliot and Joseph W. Dworski, Birmingham, Michigan architects, illustrate the co-ordination of modern furniture with examples of well-designed functional pieces of furniture.
5. Ralph W. Hammett, Professor of Architecture at the University of Michigan, illustrates new and different methods of construction and materials used by European architects, with particular emphasis on churches.
6. Clifford N. Wright, Detroit architect, designer of the 1955 House and Garden House of Ideas, uses photographs and models to illustrate his views of the "indoor-outdoor" look in today's modern homes.
7. Karl O. Van Leuven, Jr., Detroit architect, describes the problems of traffic congestion and property depreciation facing our cities. He uses a suggested master plan for revamping a city to make its center a place of beauty and regain its place as the economic and cultural center of the community.
8. Linn Smith, Birmingham, Michigan architect, and Wilfred F. Clapp, assistant superintendent of the Michigan Department of Public Instruction, show how the architect works with State agencies in planning a long-range program for educational facilities which are suited to the particular district, budget, site and educational needs.
9. Florence Dyer, Helen Fassett and Anne C. Krebs explain the role of women in architecture and describe their own work. Miss Dyer tells of the role of the State Building Division in construction of public buildings; Miss Fassett describes how she works with City and County planners; Miss Krebs illustrates how she plans residences and public buildings, such as hotels.
10. Thomas H. Hewlett, Detroit architect, describes the Henry and Edsel Ford Auditorium in Detroit, the unusual way Norwegian granite was used and how it contributed to the building's unique beauty.

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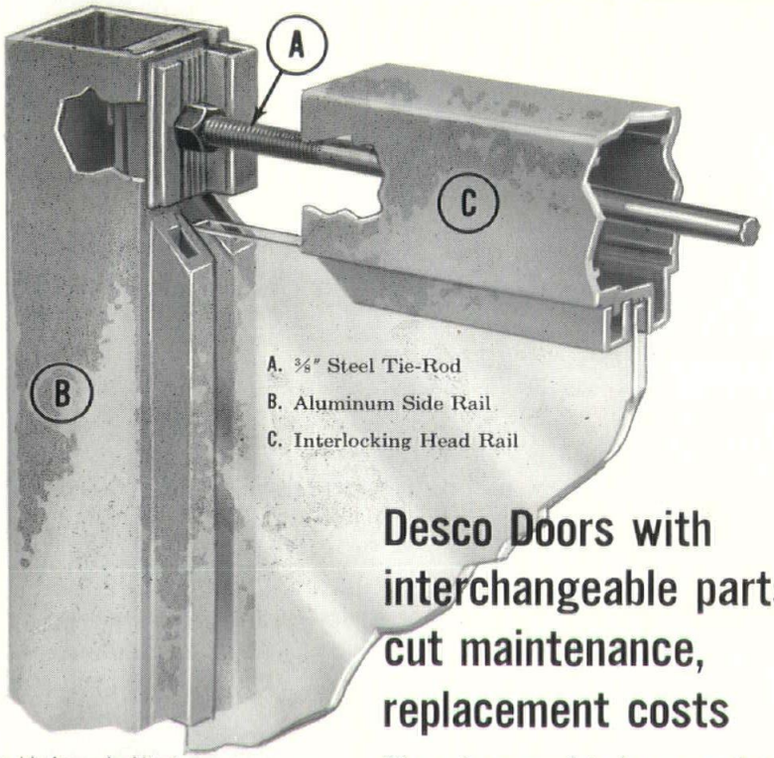

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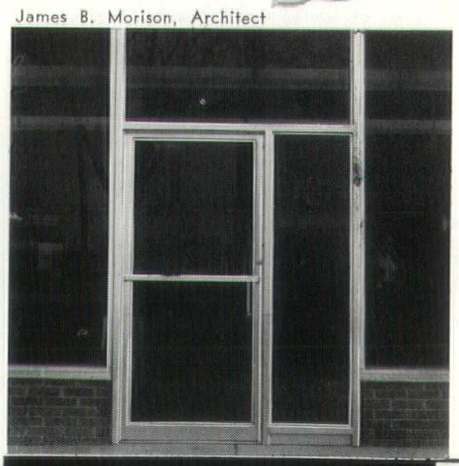

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Golf League

A NEW INNOVATION is being utilized this season by the Detroit Architectural Golf League — an attractive blond starter will be at the first tee at each tournament.

Miss Adeline Gray is her name and she is employed by one of the league members, Ed Grabowski, as his secretary and public relations director.

The league had its first successful outing at Maple Lane Golf Course, Detroit, Michigan, on April 16th.

Coming Tournaments

Tuesday, May 21 at West Shore Country Club, Grosse Ile.

Tuesday, June 18 at Washtenaw Country Club, Ann Arbor.

Tuesday, July 16 at Hillcrest Golf Course, Mt. Clemens.

Tuesday, August 20 at Pine Lake Country Club, Bloomfield Hills.

Tuesday, September 17 at Dearborn Country Club, Dearborn.

Saturday, October 5 at Birmingham Country Club, Birmingham.

Final Banquet — Dinner and Dance.

There is still time to join the league, says Jim Powers, league membership chairman. His telephone number is WO. 1-8698. Or call the league president, Ed Samson at TI. 6-8113.

Miss Adeline Gray signing up architect Ed Meier on the first tee at Maple Lane. A heavy turnout launched the Golf League's opener.

Suburban Bowling League

THE NEW SUBURBAN ARCHITECTURAL BOWLING LEAGUE of Detroit will hold its first annual banquet on May 14th at Kingsley Inn, Bloomfield Hills, Michigan.

The past year has seen an addition to the bowling ranks of the architectural and engineering firms with the formation of a new bowling league in the northern suburbs of Detroit, appropriately called the "Suburban Architectural Bowling League".

A group of men from the architectural office of the late Lowell M. Price and his successor Clair W. Ditchy Associates, conceived the idea of a bowling league to be modeled after the Detroit Architectural Bowling League which has flourished for so many years. This was made possible since several of the major architectural firms have moved to suburban locations.

The new league, which consists of eight teams, is presently concluding its first successful year with two teams from the offices of Clair W. Ditchy Associates; O'Dell, Hewlett & Luckenbach; Cuddie Engineers, Inc.; and one team from the offices of Swanson Associates, Inc.; and Yamasaki, Leinweber & Associates.

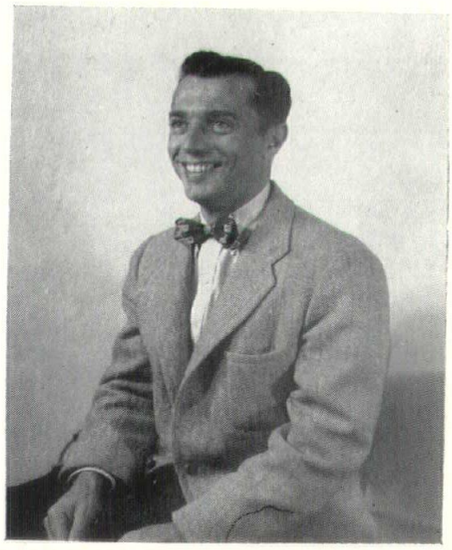
The league is at present bowling on Tuesday evenings with A.B.C. sanction at the Clawson Bowling Lanes at 14 Mile and Livernois Road in Clawson.

So great has the interest been in this newly formed group that next year they are moving to a new and larger establishment at Northwestern Highway and Telegraph Road. Plans are being made for adding four or six new teams to their ranks during the next year. All interested members of the architectural profession in the area are invited to join.

Sometime in the future the new league hopes to issue a challenge for Metropolitan Championship between the "Country Cousins" and the Detroit Bowling League! (Lyle Askew are you listening?)

Officers for the present year are: Stuart D. Rodgers (Ditchy), President; Bill Hamill (Swanson), Vice President; Fred Bush (Yamasaki), Treasurer; John Ahlstrom (Cuddie), Secretary.

Tickets may be obtained for the banquet by calling any of the league officers.



League President Stuart D. Rogers smiles in anticipation of the Suburban Bowling Banquet to be held on Tuesday, May 14th at Kingsley Inn, in Bloomfield Hills.

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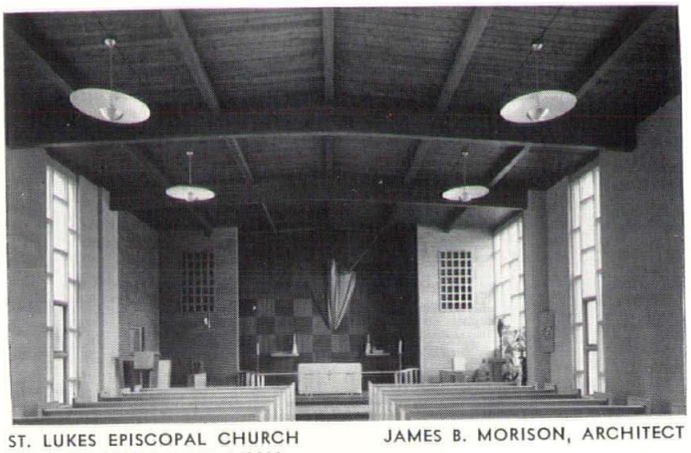

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Products News

Producers' Council MICHIGAN CHAPTER

Carolina Geiger, Rec. Sec.
TRinity 2-4500—Extension 48.

Calendar of Coming Events

May 13—Dow Chemical Dinner, Fort Shelby Hotel

June 10—Business Meeting, Dinner and election of officers, Fort Shelby Hotel

---

ARCHITECTS WILL BE INTERESTED to know that one of Michigan's oldest and most reliable office outfitters, Gregory, Mayer & Thom Co., of Detroit, are having an "open house" on May 22nd and 23rd. At that time they will introduce their entirely new display floor devoted to fine traditional and sleek contemporary office furniture of superlative design and craftsmanship. It will be the most complete line of its kind in the State of Michigan.

JOSEPH H. SPITZLEY, Vice-President of the Mechanical Contractor's Association of America, spoke before the Virginia Association of Plumbing and Heating Contractors on April 12th. Spitzley is President and General Manager of the R. L. Spitzley Heating Company of Detroit, Michigan.

He addressed the Virginia convention on the activities of the national body. This was one of a series of talks he is scheduled to make over the year.

Spitzley appeared before the Virginia convention at the Hotel Chamberlin at Old Point Comfort, Virginia. In May he will attend the national convention of the Contractors' Association in Miami, Florida.

Robinson Studio Photo

THOMAS G. FORD

THE BUILDERS AND TRADERS EXCHANGE OF GRAND RAPIDS began its forty-sixth year with three new directors and with the election of Thomas G. Ford, president.

The new directors are Maurice Edleman of the Pittsburgh Plate Glass Co.; Clarence Kooi of Kooi Industrial Painting; and James Mitchell of the VanDam Iron Works.

The new president has served on the Board of Directors for the past two years and as Vice-President last year. He is Vice-President (Sales and Merchandising) of the Ford Paint & Varnish Co. of Grand Rapids. In addition to serving the Builders and Traders Exchange, Mr. Ford is a City Commissioner in East Grand Rapids and maintains an active interest in the Naval Reserve with the rank of Commander.

Other officers are: Vice-President, Spencer Michaels of Leggette-Michaels Co.; Treasurer, John Erhardt of Glendon A. Richards Co.

G. Winston Burbridge was again elected Secretary-Manager.

GRAND RAPIDS ACOUSTICAL CO., has moved to new and expanded office quarters at 521 N. Washington Ave., Lansing 33, Michigan. Their phone number remains the same: IV. 7-0248.

A LARGE ASSORTMENT OF MODELS AND MOLDS of ornamental plaster work by the late Victor Santoni of the Decorative Supply Co., 4240 Fourteenth St., Detroit, are being offered for sale by his widow to close the estate. Architects wishing to utilize this opportunity should phone TEmple 1-6710.

LUMBER TYCOON HARVEY R. HANSEN of Hansen Wholesale Lumber Corp. of Detroit, Michigan, specialists in kiln dried, pressure treated, "Wolmanized" lumber, has been elected president of the Detroit Baseball Co., which owns the Detroit Tigers.

ROBERT E. BEERBOWER, Division Manager of the Michigan Flexicore Division, Price Brothers Company, has announced the promotion of four Sales Engineers. The four will move into newly created positions which, according to Mr. Beerbower, are the result of an increasing business volume created by a demand for precast concrete, long span, hollow core floor and roof systems produced by the Division. The new positions and promotions are:

Allen J. Nieber, Jr., promoted to Chief Design Engineer. Mr. Nieber supervises the Engineering Section of the Division, including the preparation of Shop Drawings, establishing the Engineering patterns of the Division and liaison between the Sales Department and other facets of the organization. Mr. Nieber will also be responsible for the promotion and sale of the new Flexicore Electrified Floor System. A University of Michigan graduate, Mr. Nieber has been with the company since January 1954.

Richard A. Culver, promoted to Western District Sales Manager. Mr. Culver will supervise the promotion and sale of Flexicore for such communities as Ann Arbor, Plymouth, Alma, Lansing, Battle Creek and Jackson. He was the first full-time Sales Engineer employed by the Division, joining Price Brothers in 1952. He is a University of Michigan graduate, obtaining his degree in Civil Engineering.

Morris C. Shepherd, promoted to Northern District Sales Manager. Mr. Shepherd will handle the promotion and sale of Flexicore in the Northeastern part of Michigan including such communities as Flint, Bay City, Saginaw, Port Huron, Pontiac, Grayling and the Birmingham-Royal Oak area. He is a graduate of Michigan State University, obtaining his degree in Civil Engineering in 1944. He has been with the Division as a Sales Engineer since January 1954.

Melvin L. Peden, promoted to Southern District Sales Manager. Mr. Peden is also a University of Michigan graduate, obtained his degree in Civil Engineering in 1953. He is also an Albion College graduate. As Southern District Sales Manager, his territory will include the down river section, Flat Rock, Monroe, Rockwood, Adrian and northern Ohio points such as Toledo, Maumee, Port Clinton, and Sandusky. Mr. Peden also joined the Division in 1954.

Each of the above named Sales Managers will serve Detroit architects and engineers as they have in the past.

Detroit Free Press Photo

Robert Wu (left) of Colvin, Robinson and Associates, Ann Arbor, Michigan, architectural firm, and Steve Simon, of Cadillac Glass Co., Detroit, discuss the merits of Kalwall, new translucent building material. Kalwall was featured in the Cadillac Glass booth at the MSA Convention held in the Statler Hotel, Detroit, in March

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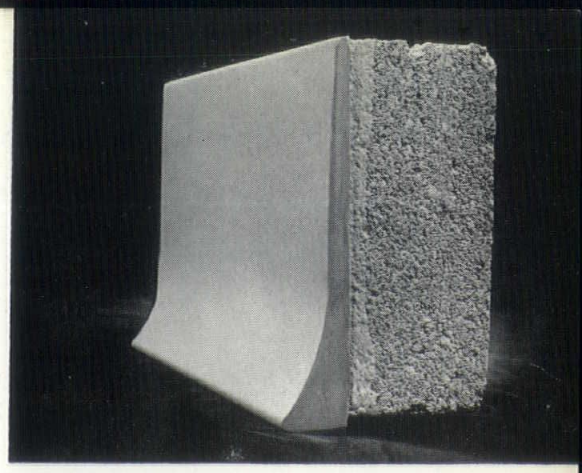
Right: This special base unit can be installed without a floor recess and permits use of any type of finish floor material.



New Glazed-Surface Masonry Block Offers Economy and Time-Saving Factor for Many Structures

A load-bearing, glazed-surface masonry block that offers a finished inner and outer wall in the same operation now is available to Michigan's architects and engineers.

The product, known by its trademark name of Spectra-Glaze, is manufactured under license by Glazed Products, Incorporated, of Lansing. It appears to be standard concrete block, except that one face (or face and end in the case of corner blocks) has been given a porcelain-like glazing which is not damaged by the elements, by acids or alkalies to which it may normally be exposed, and it has the added ability to withstand impact. The smooth surface also is highly resistant to spotting, staining and soiling. Ordinary scouring powder and a little elbow grease removes most foreign matter and gives the surface an antiseptically clean appearance. Too, they are resistant to color deterioration.

The glazed units are supplied in all standard sizes, and it now is possible to build and finish even a heavy-duty, 12-inch thick wall in a single operation. Using these masonry units, the usual two-step method of building a back-up wall, then facing it with ceramic tile or other finish material, can be cut to one economical operation.

The cost and time factors have helped to bring about wide acceptance of this relatively new product. It already is in wide use in Canada and the United States in such diversified structures as schools, hospitals, housing projects, military installations and many types of industrial, commercial, religious and governmental buildings. Installations in Michigan include use of Spectra-Glaze blocks in the Oldsmobile plant in Lansing, designed by Manson & Carver, Associates, Architects; Concourse of the Lansing Frandor Shopping Center; St. Thomas Aquinas School, East Lansing, designed by Simpson & Hartwick, Architects, and First Presbyterian Church, Educational Unit, Alma, Michigan, designed by James B. Morison, Architect, Detroit, Michigan.

The glazing of a masonry block using the Spectra-Glaze process is, in itself, a unique experience to watch. A combination of glass silica sands and pigmented, thermo-setting binder provides a tough, yet ductible, surface. The resinous binder prevents the crazing and hairline cracking characteristic of most glazes, and provides its outstanding ability to withstand impact.

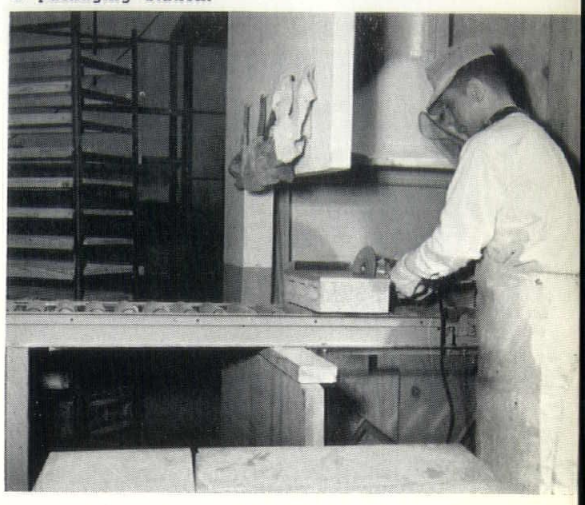
The glazing operation is completely separate from the manufacture of the blocks, which go to the glazing plant only after they've been steam-cured and air-dried to pass all code requirements. The sand and resin are combined in a mixing tank and extruded into shallow metal molds. The liquid resin, running into the pores of the block and facing, then becomes an integral part of the unit. It cannot be removed without destroying the block. The unit then is sent through a conveyorized kiln and subjected to temperatures up to 400° F. for one-half hour. Out of the kiln, the unit has its edges ground by an abrasive wheel. Cardboard is placed over the glazed surface, and the unit is pallatized for storage or shipment.

The 1/16" lip running around the block serves two functions. First, it provides an extremely strong edge, thereby reducing the chipping and breakage in shipping and handling. Truckload deliveries to job sites average less than 1 per cent breakage. Secondly, the mason lays the unit using a standard 3/8" head and bed mortar joint, but the lips on adjacent units expose only a neat ¼" joint on the glazed side of the wall.

The Spectra-Glaze unit is modular in all dimensions, the face being 15¾" x 7¾". The glazing material adds ⅛" to the bed depth of the unit, which, again, is in line with the modular system. A smooth plane surface with straight and true edges and exact dimensions is the end product, regardless of irregularities in the base block.

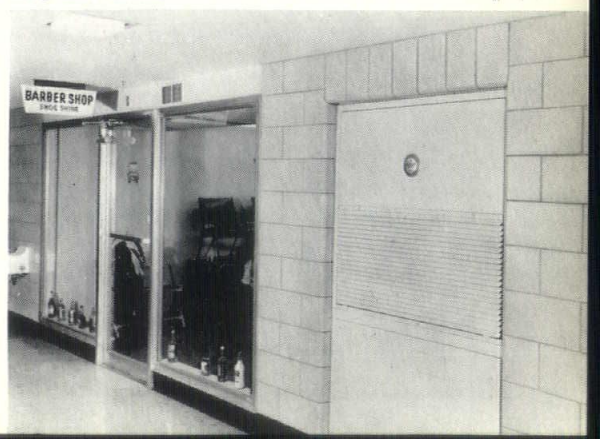
Glazed Products, Inc., which holds the Michigan manufacturing license from The Burns & Russell Co., of Baltimore, already has found a growing demand for their glazed units throughout the State and plans are underway to expand their manufacturing facilities.

Below: Any flash on the edges of the blocks as they come from molds is removed by this abrasive wheel as the glazed units are conveyed to a packaging station.



Below: Laying a wall with Spectra-Glaze blocks. When walls are glazed on both sides, as shown here, two layers—instead of the usual three or four—complete the job. No multi-layer construction is needed for load-bearing walls, glazed on only one side.

Below: View of a corridor in the Frandor Shopping Center, Lansing, Michigan in which Spectra-Glaze masonry units have been used for the full height of the wall. The smooth, glazed surface of the blocks is highly resistant to spotting or discoloration, and is easily cleaned with soap and water.



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Product Literature

California Council, The American Institute of Architects has issued A GUIDE TO MORE EFFECTIVE PRODUCT LITERATURE, prepared as a series to Western Building Products Manufacturers and Distributors.

By permission of the Council, we reprint here the contents of the document:

FOREWORD

The purpose of this guide is to help you make your products literature more effective by making it more useful to architects. It will tell you briefly and concisely how an architect functions, how he chooses products, and the part products literature plays in his choice. It will list in detail the information he needs to choose products intelligently.

Publication of the guide is another step in a cooperative program between the California Council, The American Institute of Architects and the Western States A-E-C Catalog File to improve the content and distribution of products literature in the West. The contents were developed by the Council through its Products Literature Comittee, and also reflect studies by the national organizations of The American Institute of Architects and the Producers' Council Inc.

We urge you to read and consider this document carefully. How you use the information it contains is up to you. But we firmly believe that it can increase the effectiveness of every dollar you spend on products literature directed to architects.

DOES YOUR PRODUCTS LITERATURE MAKE SENSE TO ARCHITECTS?

CHECK THESE 12 POINTS to see whether your present products literature is doing the job it should with architects:

☐ 1—Does your literature thoroughly describe the product in the language of the building industry? Besides a general description, do you deal in full technical dedetail with physical properties, chemical properties, colors, finishes, component parts, weights, texture, composition, dimensions, etc?

☐ 2—Does your literature contain full performance data on your product, such as its capacities, durability, fire resistance, thermal retardant factor, sound retardant factor, etc?

☐ 3—Is this information substantiated by references to recognized test reports, Federal specifications, A.S.T.M. standards, or similar authorities?

☐ 4—Do you specify exactly and accurately where and under what conditions your product is to be used?

☐ 5—Do you state where the product should **not** be used, and what its limitations are?

☐ 6—Do you tell **how to use** the product and what trade would normally do the work?

☐ 7—Does your literature give an up-to-date, usable **specification** for the product in both short and long form?

☐ 8—Does it contain **detail drawings** or suggestions for incorporating the product into the working drawings?

☐ 9—Does it state the **installed cost range** into which your product falls, namely economy, standard, or quality?

☐ 10—Does it list **addresses** and **telephone numbers** of local representatives or sources where further information may be easily obtained?

☐ 11—Does it indicate the **availability** of your product in Western areas?

☐ 12—Does your literature bear a **publication date** and **A.I.A. file number?** Is it the standard 8½ by 11-inch size?

WANTED: INFORMATION

If you had to answer no to several of these 12 points, your literature is not effectively selling your product to architects. The reason is simple: You are not giving architects all of the information they need to intelligently choose your product.

Architects may be consumers at home, with all of a consumer's interests and motivations. But at the office they are practical, professional buyers.

They may be **attracted** by the normal devices of consumer advertising—striking art and layout, catchy headlines, pretty girls standing under showers. But they are only **sold** through information, through facts—through valid technical evidence that your product is best for a particular use. And that includes all of the 12 points mentioned above.

For instance, failure to include a warning of the product's limitations may cause misunderstandings that are disastrous to your relationship with an architect. A frank cautionary statement, on the other hand, increases his trust in your reliability.

Or take the matter of including specification data. A product that is easy to specify often is specified, if it qualifies in other ways. You may have the inside track on a project up to the final stages. But if the architect has to dig and hunt for information about your product, then write the specifications himself, you can still lose out to a competitor.

Incidentally, just labelling a set of facts "specification" doesn't make it so. If you have no one in your organization who can prepare a profer specification, call on the A.I.A. Specifications Committee or the Construction Specifications Institute for help.

Perhaps no single piece of information is more important to the architect than the **cost** of your product. Money is on the architect's mind all the way through a project; the client's budget hangs like a sword over his head. He simply cannot suggest or specify a product unless he knows how much it will cost.

Of course, specific prices for each product often cannot be included in your literature. Periodic changes, quantity differentials, regional variations, such factors may make it impossible to publish a single price. But architects do need to know what price range the product falls into, and where they can get more specific cost information locally.

Which brings us to local representative or sources of supply. Again, its obvious that there are difficulties involved in listing local outlets. But somehow the architect must know where he can easily and quickly get more information, especially cost information, on your product. If you can list local outlets in your literature so much the better; the names are easier to keep and refer to that way.

HOW YOUR PRODUCTS LITERATURE WORKS FOR ARCHITECTS

If your products literature is complete and informative, it can be one of the architect's most valuable tools. It would be impossible for the architect to do his job without an up-to-date, thorough knowledge of building products. He must constantly re-educate himself to new developments.

That's why good products literature is at the architect's right hand throughout the long and complex process of creating a building. To illustrate this point, let's take a brief look at how an architect functions:

PRELIMINARY STUDY——His first job is to find out what the client has in mind for the building. This involves a long and detailed study of the clients needs and tastes. If the project is a

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factory, for example, the architect must thoroughly acquaint himself with every aspect of the business, the product it makes, and the process of manufacture. At this point, the architect also must determine exactly how much the client wants to spend on the building.

Products literature plays a key role in these first discussions. In fact, it can enter the picture even earlier, in talks between the architect and potential client before the commission is awarded.

Just about the first words from the client are "What would you suggest here?" and "How much would it cost?" For answers, the architect relies on his previous experience with products, comments he's heard from others who have used them—and products literature. If your literature has done its job well, he may already be disposed toward your product. But there's much more to making the final choice.

PRELIMINARY PLANNING—When the architect has a good idea of the client's wants and requirements, he works out the general design approach, space arrangement, basic materials, and method of construction. Usually several schemes are studied before the first preliminary sketches are made. These sketches then go back to the client for further discussion, along with the first cost estimates.

It is at this stage that the architect makes his first tentative choices of specific products. He relies heavily on products literature, referring to it for details on the uses and properties of almost every item. The architect may also show the literature to the client so he knows in detail what he is getting.

WORKING DRAWINGS AND SPECIFICATIONS—Together these form the contract documents upon which both the builders' bids and the actual work of construction are based. Whether they are clear and complete will have much to do with success of the project. Preparing them is painstaking, time-consuming work for the architect and his staff.

Now your literature gets the acid test. Here the architect must have exact, technical data about your product. He will look for a usable specification, and a means of incorporating the product into his drawings. He may call in your local representative for more information.

CONSTRUCTION—Next, the architect helps solicit bids, distributes plans and specifications to prospective bidders, and advises the client in selecting a contractor and preparing the contract forms. When construction begins, the architect inspects the job at critical stages as a representative of the owner, seeing that the plans and specifications are followed.

Even at this last stage of the architect's work—and construction of a building often takes less time than design—your products literature is still in use. The architect is constantly checking back to see that products are being properly installed or applied.

Changes may come up that require substitution of products, and again he refers to his catalogs and files. These changes sometimes are suggested by the contractor or engineer, but it is the architect who must make the final decision. Only when the job is completed does products literature stop working for the architect—and for you.

SOME FINAL SUGGESTIONS ON FORM

As for the form your products literature takes, architects generally get maximum use out of the bound, pre-filed catalog file, like A-E-C for Western manufacturers and Sweet's in the national field. So standard size 8½ by 11-inch catalogs of medium-weight paper, suitable for placement in a bound file, are strongly recommended.

Material for the architect's own steel office file rates next best. Third in preference is so-called "shelf literature," catalogs with heavy covers and special bindings which are unsuitable for either bound files or architects' office files. Such catalogs are easily lost or misplaced, and can't be grouped with similar products for ready reference.

Dates are a necessity on all material, unless it is included in A-E-C or Sweet's which are revised each year. Anything intended for filing should bear an A.I.A. file number. (To assign the correct number, consult the A.I.A. Standard Filing System, Document No. 172.)

Appearance is important. Architects are graphic-minded, and respond more strongly than most people to attractive typography, art and photographs. They like diagrams and graphs.

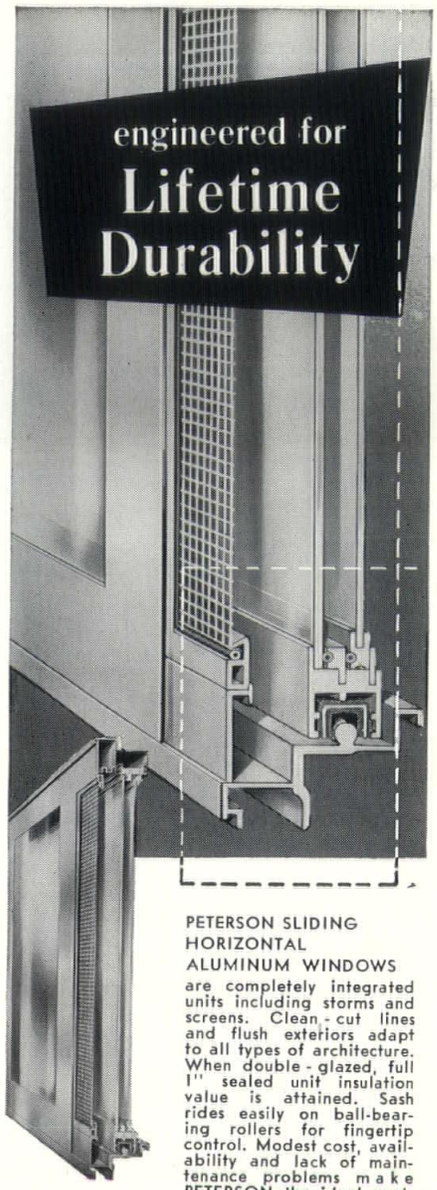
But appearance isn't everything. No matter how attractive your literature—no matter how pretty the girl on the cover there is only one way that it will sell your product to an architect. That is by giving him all the information he needs.

●

The California Council, The American Institute of Architects, formed its affiliation with A-E-C Catalog in 1955 as the first step in a cooperative program to improve Western products literature. A primary aim was to further the goal of having all Western catalogs in one place in architects' offices. Also, A-E-C is the only service to the Western construction industry which screens its contents for the benefit of both Western specifiers and manufacturers.

Appointment of the Council Products Literature Committee to develop this guide was the second step in the joint program. Composed of architects from all over the state, the committee put more than a year's work into the guide, giving generously of their time and experience.

It is our sincere hope that publication of this products literature guide will be the beginning of closer liaison between Western building products manufacturers and architects. Such cooperation will benefit not only the manufacturers and architects, but the Western construction industry and general public as well.



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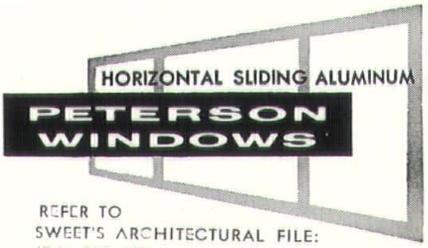

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Left to right: Russell J. Radford, John O. Blair, Eberle M. Smith, lapidarist John C. Thornton and Henry Cook

Left to right: Emil G. Jehle, curling ace Maurice E. Hammond, Albert E. Schoerger and Homer A. Fowler

Heat Pump Party

By Frank A. Barcus, A.I.A.

Remembering the famous Zug Island party, of a year ago, we went, by invitation, on April 3, to the Dearborn Inn to enjoy The Detroit Edison Company's Heat Pump party for architects. Here we learned all about the latest developments in electric radiant, resistance and refrigeration heating and cooling, air-to-air, water-to-water, and all the other mysterious atomic-age methods of pushing heat in and out.

Frank North, Edison's architectural service coordinator, met us in the lobby and directed us first to the exhibits room where we obtained a couple of transfusions of a life-giving fluid named after a well-known island and we soon felt a considerable degree of self-satisfaction.

In no time at all—five minutes, to be exact—we were laughing and chatting away as though we had known each other five minutes. This was quite a trick for there were 258 architects and engineers—68 more than last year—renewing their friendships. I wasted no time in meeting the fifteen factory representatives and distributors of the latest in electric heating equipment shown at the meeting. It was at that moment that I received my first inkling of the tremendous boom on the way in heat pump package production.

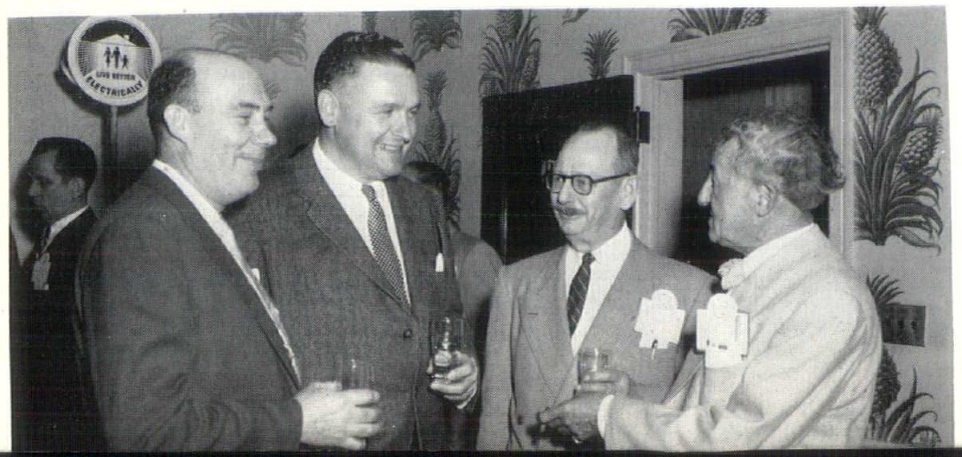
After a good dinner in the Alexander Ball Room, we settled down for the main events. Al Sangster, Edison's space-heat coordinator, as master of ceremonies, revealed to the guests that the roast beef they had just eaten was "electrocuted." He then introduced the voice of Edwin George, who welcomed the guests via a tape-recording for sixty seconds. Ed George stressed the new concepts of heating modern buildings and the trouble that lies ahead for architects if the road-block of inadequate wiring is not considered.

In his introductory remarks, Al said that "the mind can absorb only what the seat can endure," and for that reason we would be treated to only three speakers.

The first speaker was Ken Cunningham of Acme Industries, Jackson, Michigan, who explained with the aid of color diagrams and photos all the technical details of a water-to-water heat pump, using well or lake water as a medium. He said the basic idea of the heat pump was conceived more than 100 years ago by Great Britain's Lord Kelvin. To get heat from the ground water, you drill a well, pump the water up (heat source) run it over the cold coil of the heat pump and pump it back into the ground through another well (heat sink). Of course, if you are on a lake the expense of one or two wells is avoided by using lake water. In summer you run the water over the hot coil. Ground water is almost the same temperature the year round, 52° to 54° F in Michigan. From an engineering standpoint, this is more attractive than air-to-air. You don't have to fight the seasons, as you do with air. The basic trouble is, ground water is scarce in many places. Too many people draw on it for too many purposes. Many communities restrict the use of their water. Where ground water is plentiful, and the summers hot and long, the water-using heat pump is most attractive.

Bruce Spiller of Fort Wayne, Indiana, was the second speaker with the latest in resistance heating, radiant, baseboard and wall installations. He said that sixteen schools (14 to 16 classrooms each) in the midwest have been out for bids in the last three months for electric resistance heating. While the cost of operation cannot compete now with gas or oil, the first-cost saving is ten per cent, which becomes higher when the cost of amortization is considered. The operating cost of buildings, generally, is impossible to figure exactly and usually shows a difference of 35 to 40 per cent.

Al Sangster told the audience that "Americans cannot tolerate a luxury; it immediately becomes a necessity," and he then introduced Ed Douglas, General Electric "Weathertron," who claims that by 1965 this new heat pump necessity will sell second only to television.



Left to right: Duncan Preston, Fred Ready, Ralph Eldred and Frank H. Wright engrossed in a learned discussion on the heat pump's correlation to the atomic age, with Frank expounding his theory on levity

Left to right: Panelists Ed Douglas, Bruce Spiller, Ken Cunningham, Sterling Sanford and Al Sangster

Architectural Service Coordinator Frank E. North of the Detroit Edison Co.

This firm manufactured its first heat pump in 1934 and it is still in operation today. Their first package heat pump was made in 1947. In 1955 the first trouble-free service guaranteed heat pump with factory service was manufactured because good servicemen in the field were scarce.

Ed Douglas stated that air is universally available and that no method of taxing it has been found.

The principle of using outside air as a heat source has been used before but earlier systems required expensive supplmentary electric resistance heating that went to work when the outdoor temperature went below 32° F.

Most people find it difficult to see how you can draw heat out of cold winter air. The engineer has no trouble with that. To him, anything warmer than —460° F has heat in it. The same is true of the heat pump. The cold coil which is exposed to the winter air, is so very cold that even winter air is warm by comparison, and warms the coil. For example, suppose you take a container of soup out of your refrigerator (40° F) and put it into the freezer (-10°F). For the freezer, that means you've put in something quite warm. Presently, the unit starts pumping, trying to get that soup down, to -10°F. The heat which is being taken out of the soup is the heat blown out the back of the freezer. A thing that was only 40° F is giving up heat. That is the way a heat pump gets heat out of cold winter air.

This is the same heat which is used to warm a building. The heat which is taken from the air is used to heat water which circulates through the building. The new system automatically heats or cools, depending on the climatic conditions. In warm weather the process is reversed; because of the expansion or cooling of the refrigerant as it turns from liquid to gas, the air is made to rise in temperature; as its temperature rises the gas extracts the heat from the water circulated through the refrigerant. This heat is taken from within the building during the summer and keeps the building cool.

No technology is known today which will offer C. O. P. (coefficient of performance—output divided by input) improvements in big steps, but today's latest heat pumps are capable of covering lower temperatures before supplementary resistance heat comes in. These new small packaged type heat pumps, now on the market, will be sold by the millions. They are particularly well suited to new living areas in existing homes and will cost not more than 25 per cent over heating or cooling equipment alone.

The heat pump has considerable advantage in that it alone can provde both heating and cooling as well as humidity control. The new package equipment has a three to four C. O. P. or in simple terms, a 400 per cent efficiency. Michigan heating can be figured using 6000 yearly degree days.

In the new pumps which use the multi-stage system, compression is accomplished in two stages so that less total work has to be done. An analogy can be made with a ball which is to be thrown from the ground level to a window four stories above. If the ball-thrower tries to accomplish the four-story throw himself, he must put a lot of power behind his throw. However, if he throws the ball to a friend on the second floor, who in turn throws it the rest of the way, neither of them has to do as much work—the total amount of energy expended by both of them is less than would have been necessary from just one of them attempting the feat alone.

This may be a simplified explanation but the technical mechanics would only be appreciated by a mechanical engineer. After all, we architects, must call on the help of our mechanical associates. In the multi-stage system, as mentioned before, the refrigerant, which picks up heat from the warmer outside air—even if it is only 10° F warmer—is compressed to an intermediate pressure. It is then "desuper-heated" in an intercooling chamber and drawn into the second-stage compressor. There it is compressed to a level that can be used (10° F, for example) and finally passed along to the heating coils.

In neither of these compression stages is the compression ratio very high and so the heat output per cent of work is much higher than it would be if the refrigeration had to be raised from a low to a high pressure equivalent in one stage.

Finally, heat pumps provide a cleaner and more healthful atmosphere. Since the heat pumps use only electricity and air or water, there is a noticeable absence of dirt — with the resultant less need for interior cleaning and redecorating.

Well, it was an evening of educational adventure, long to be remembered, and I feel that all the architects who missed the event must live in "abysmal ignorance" of the true state of coming heating and cooling demands. I personally have tried to do my utmost by them.

Some of the 258 architects and engineers who attended The Detroit Edison Co. Heat Pump dinner-meeting at Dearborn Inn on April 3, 1957

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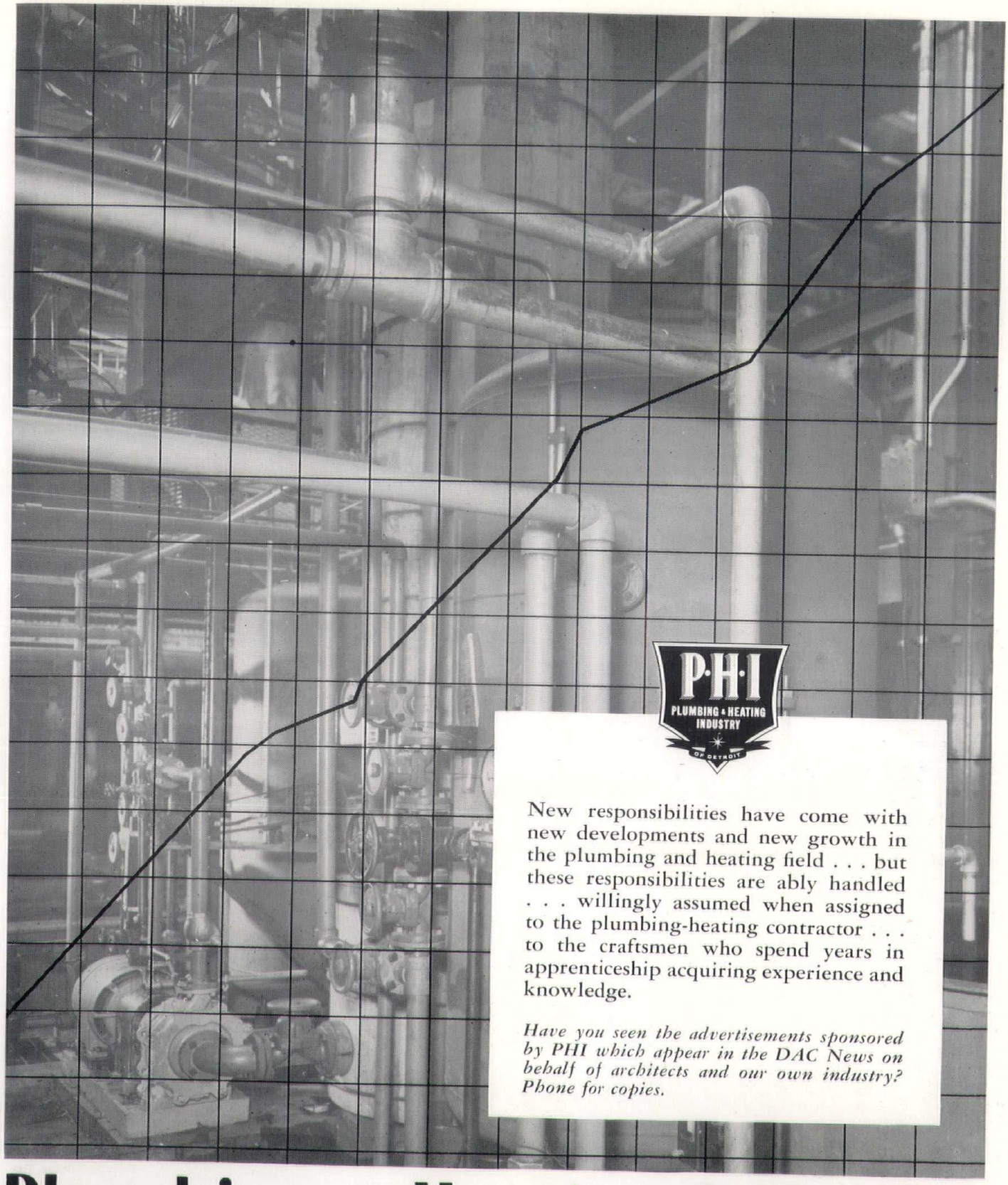

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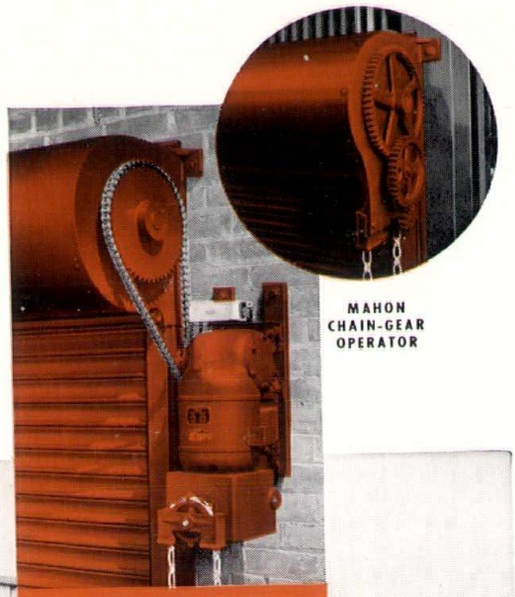

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